

U.S. Department of Justice

Washington, DC 20530

Supplemental Statement**Pursuant to the Foreign Agents Registration Act of 1938, as amended**For Six Month Period Ending 4/30/2013

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

(b) Registration No.

Geoffrey Weill Associates

5773

(c) Business Address(es) of Registrant

27 West 24th Street, Suite 305
New York, NY 10010

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

- | | | |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

(b) If an organization:

- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

NA

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.Yes ☐ No ☒If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
------	----------	-----------------------

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
------	-------------------	-------------	----------	--------------

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
------	-------------------	-------------	----------	--------------

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
------	------------------------	-----------------

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
------	------------------------	-------------------	-----------------

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

II. FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒
If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes ☐ No ☒
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

Israel Ministry of Tourism (IMOT)

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes ☐ No ☐Exhibit B⁴ Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☒

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

Israel Ministry of Tourism (IMOT) - Public Relations: press releases; invitations to journalists to visit Israel; production of tourism newsletters; travel media supplements; production of tourism presentations (power points) for U.S. travel agents.

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

⁵ The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION**14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
11/26/2012	IMOT	Monthly Retainer for Public Relations	\$37,000
11/27/2012	IMOT	Reimbursement for expenses	\$1,107.96
12/17/2012	IMOT	Monthly Retainer for Public Relations	\$37,000
1/2/2013	IMOT	Reimbursement for expenses	\$554.47
1/29/2013	IMOT	Monthly Retainer for Public Relations	\$38,000
2/25/2013	IMOT	Monthly Retainer for Public Relations	\$38,000
3/21/2013	IMOT	Monthly Retainer for Public Relations	\$28,000
4/16/2013	IMOT	Reimbursement for expenses	\$1,247.39
4/25/2013	IMOT	Monthly Retainer for Public Relations	\$28,000
			<u>\$208909.77</u>
			Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
-------------------	---------------	----------------	---------

6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

WEILL is paid for public relations activities and does not disburse funds.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
------	---------	---------	--------

Total

(b) **DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐

No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
------	-----------	-------------------	----------------	---------

(c) **DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐

No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
------	--------------------------	-------------------------------------	-------------------

^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²

Yes ☒ No ☐

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Israel Ministry of Tourism (IMOT)

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☒ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

Israel Ministry of Tourism pays a monthly retainer of:

\$37,000, effective January 1, 2012, to December 31, 2012

\$38,000, effective January 1, 2013, to March 31, 2013

\$28,000, effective April 1, 2013, to December 31, 2013

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☒ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams
☐ Advertising campaigns ☒ Press releases ☐ Pamphlets or other publications ☒ Lectures or speeches
☐ Other (specify) Media events

Electronic Communications

☒ Email

☐ Website URL(s): _____

☒ Social media websites URL(s): www.facebook.com/goisrael - www.facebook.com/weillaway - pinterest.com/israel tourism

☐ Other (specify) Additional Social Media. Twitter.com/weillaway - twitter.com/israel tourism - pinterest.com/weillaway/

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☒ Newspapers ☐ Libraries
☐ Legislators ☒ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☐ Other (specify) _____

21. What language was used in the informational materials:

☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☒ No ☐

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)June 13, 2013/s/ Nestor Lara Baeza

eSigned

June 13, 2013/s/ Mark Liebermann

eSigned

June 13, 2013/s/ Geoffrey Weill

eSigned

June 13, 2013/s/ Ross Belfer

eSigned

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

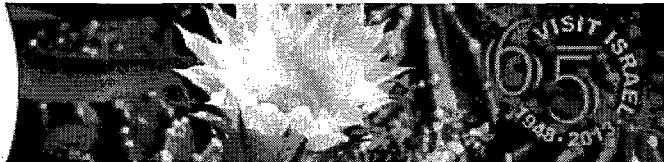
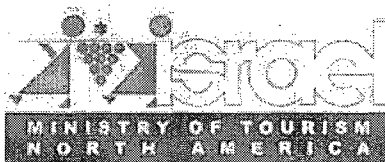
Nestor Lara-Baeza

From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Tuesday, April 30, 2013 9:15 AM
To: Nestor Lara-Baeza
Subject: Israels PlugFest Music Festival to Feature Performances by Leading International Artists Near the Dead Sea, May 9-11

Having trouble viewing this email? [Click here](#)

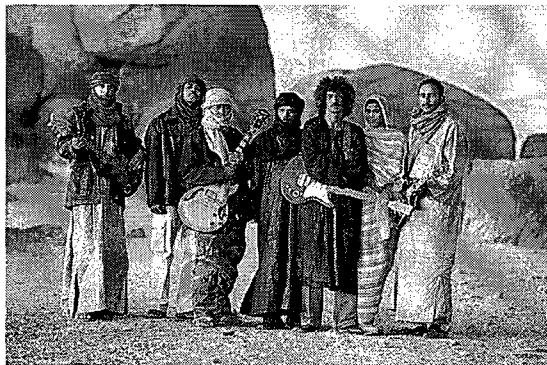
You're receiving this email because of your relationship with Geoffrey Weill Associates. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.

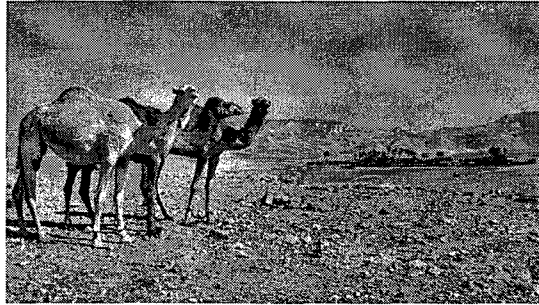


PRESS RELEASE

**ISRAEL'S PLUGFEST MUSIC FESTIVAL TO FEATURE
PERFORMANCES BY LEADING INTERNATIONAL ARTISTS
NEAR THE DEAD SEA, MAY 9-11**



Tinariwen



New York - April 30, 2013: Travelers and music lovers from Israel and around the world will arrive in Kfar Hanokdim near the Dead Sea for the first-ever PlugFest music festival, May 9-11.

The PlugFest music festival will feature performances by a diverse array of international artists, including Azealia Banks (US), Lee Scratch Perry (Jamaica), Tinariwen (Mali), John Talabot (Spain) and 2ManyDJ's (Belgium), among others. The festival will also include concerts by a selection of Israel's leading indie music stars, including Terry Poison, Buttering Trio and Adi Ulmanky.

"The PlugFest is an exciting, homegrown musical event that will attract world-renowned artists to perform in Israel for the first time ever," said Haim Gutin, Israel Commissioner for Tourism, North and South America, "and which will take place amongst one of the country's most awe-inspiring landscapes, the Judean Desert."

The festival will also feature an "MTV Cinema," screening films and episodes from classic MTV television series, a specially designed radio station featuring live sets by Israel's leading DJ's and designated camping areas, restaurants and entertainment zones.

For more information about the PlugFest, visit <http://plugfest.co.il>. For more information about travel to Israel, visit www.goisrael.com.

MEDIA CONTACTS

Ross Belfer at WEILL - rbelfer@geoffreyweill.com - 1-866-PRWEILL

Israel Ministry of Tourism, N.A. - Gail Barzilay - gailbarzilay@imot.org - 212-499-5647
Israel Government Tourist Office, Southern USA - Dana Shemesh - danas@imot.org - 404-541 2770

Israel Government Tourist Office, Midwest USA - Jill Daly - jilld@imot.org - 312-803-7077
Israel Government Tourist Office, Western USA - Dan Manor - danm@imot.org - 323-658-7463

ISRAEL GOVERNMENT TOURIST OFFICES • NORTH AMERICA

Los Angeles • Director: Eliezer Hod • 323-658-7463

Canada • Director: Ami Allon • 416-964-3784

New York • Director: Shahar Alon • 212-499-5650

Atlanta • Director: Joe Diaz • 404-541-2770

Chicago • Director: Omer Eshel • 312-803-7080

Geoffrey Weill Associates

Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice

Forward email



Try it FREE today.

This email was sent to nlarabaeza@geoffreyweill.com by news@geoffreyweill.com |
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).
Geoffrey Weill Associates | 27 West 24th Street | New York | NY | 10010

Nestor Lara-Baeza

From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Friday, April 26, 2013 11:15 AM
To: Nestor Lara-Baeza
Subject: Israel Ministry of Tourism Hosts USTOA Members on Major Get-Acquainted Tour of Israel

Having trouble viewing this email? [Click here](#)

You're receiving this email because of your relationship with Geoffrey Weill Associates. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.



PRESS RELEASE

**ISRAEL MINISTRY OF TOURISM HOSTS USTOA MEMBERS
ON MAJOR GET-ACQUAINTED TOUR OF ISRAEL**



(Haim Gutin, Israel Commissioner for Tourism, North and South America, second row, far right, along with Executive Committee members of the USTOA)



(Executive Committee members of the USTOA in the Old City of Acre)

New York - April 26, 2013: Executive Committee members of the USTOA, the United States Tour Operators Association, traveled through Israel this week as part of a group visit at the invitation of Haim Gutin, Israel Commissioner for Tourism, North and South America, and co-sponsored by El Al Israel Airlines.

The USTOA tour of Israel included visits to some of the country's top cities and destinations, including Tel Aviv, Jerusalem, Haifa, Acre, Safed, the Galilee and Nazareth, Caesarea, the Dead Sea and Masada. The visit also included meetings with local tourism officials and a special USTOA board meeting.

"We are thrilled to have hosted the most influential tour operator association in the United States for an exclusive tour around Israel," said Haim Gutin, Israel Commissioner for Tourism, North and South America. "We hope all attendees will return from Israel inspired and will help attract a new wave of travelers to visit Israel this year."

The United States Tour Operators Association is the largest professional trade association for American tour operators.

For more information about travel to Israel, visit www.goisrael.com.

MEDIA CONTACTS

Ross Belfer at **WEILL** - rbelfer@geoffreyweill.com - 1-866-PRWEILL

Israel Ministry of Tourism, N.A. - Gail Barzilay - gailbarzilay@imot.org - 212-499-5647

Israel Government Tourist Office, Southern USA - Dana Shemesh - danas@imot.org - 404-541-2770

Israel Government Tourist Office, Midwest USA - Jill Daly - jilld@imot.org - 312-803-7077

Israel Government Tourist Office, Western USA - Dan Manor - danm@imot.org - 323-658-7463

ISRAEL GOVERNMENT TOURIST OFFICES • NORTH AMERICA

Los Angeles • Director: Eliezer Hod • 323-658-7463

Canada • Director: Ami Allon • 416-964-3784

New York • Director: Shahar Alon • 212-499-5650

Atlanta • Director: Joe Diaz • 404-541-2770

Chicago • Director: Omer Eshel • 312-803-7080

Geoffrey Weill Associates
Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice

Forward email

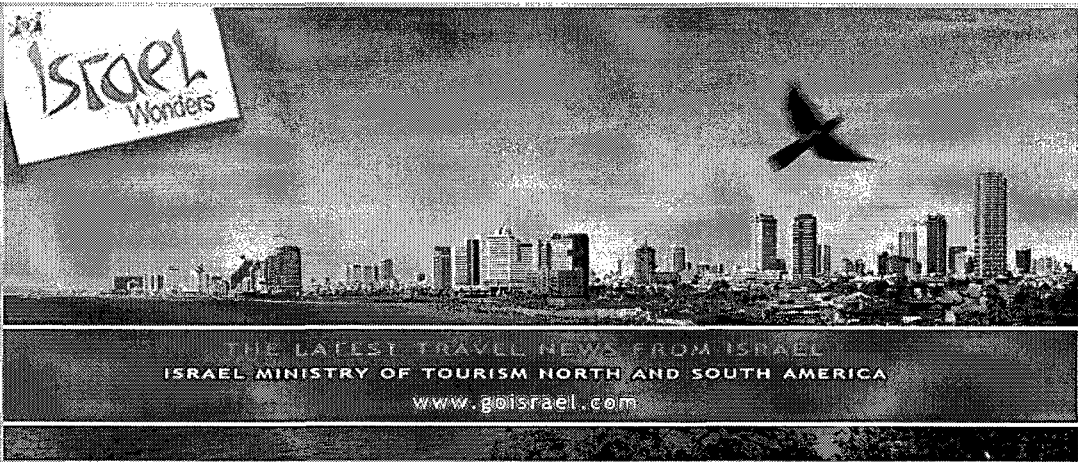
 SafeUnsubscribe

Trusted Email from
Constant Contact
Try it FREE today.

Nestor Lara-Baeza

From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Tuesday, April 23, 2013 12:00 PM
To: Nestor Lara-Baeza
Subject: April Travel News from Israel

Having trouble viewing this email? [Click here](#)



ISRAEL Wonders

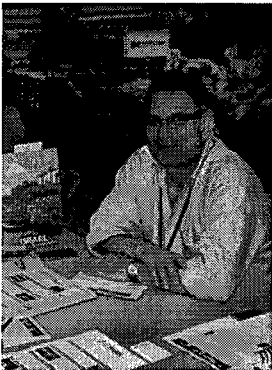
THE LATEST TRAVEL NEWS FROM ISRAEL
ISRAEL MINISTRY OF TOURISM NORTH AND SOUTH AMERICA
www.goisrael.com

APRIL 2013 Vol. 6 - Issue 5

GREETINGS FROM THE COMMISSIONER

Dear Friends,

With the spring season finally here, now is the perfect time to travel to Israel and experience cultural celebrations and events taking place throughout the country, including the annual Israel Festival, the country's largest arts and culture event.



We hope to welcome a new wave of travelers in Israel this year to experience the unique events and attractions from the Galilee in the north to Jerusalem. Tel Aviv and the

MEDIA CONTACTS:

Ross Belfer
WEILL
866-PR-WEILL

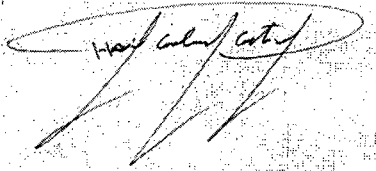
Gail Barzilay
Israel Ministry of Tourism
Northeast Region
212-499-5647

Dana Shemesh
Israel Government Tourist Office
Southeastern USA
404-541-2770

Jill Daly
Israel Government Tourist Office
Midwestern USA
312-803-7077

Dan Manor
Israel Government Tourist Office
Western USA

Negev Desert in the south.



Shalom,

Haim Gutin
Israel Tourism Commissioner, North and
South America

THE 52ND ANNUAL ISRAEL FESTIVAL TO
FEATURE LIVE PERFORMANCES BY ISRAELI
AND INTERNATIONAL ARTISTS, MAY 23 -
JUNE 22, 2013

The 52nd annual Israel Festival will feature three weeks of dance, theater and music performances by Israeli and international artists at various locations in Jerusalem, May 23 -



June 22, 2013. This year's festival will showcase a one-off performance by Israeli singer Shlomi Shaban alongside guests Asaf Avidan, Berry Sakharof and Ninet Tayeb at the Ottoman-era Train Station Entertainment Complex, May 23; *Dressed to Dance*, a performance combining flamenco costumes from Madrid and live music at the Tower of David, May 30 and June 1; and a performance of Hideki Noda's *The Bee* at the Rebecca Crown Auditorium, May 31 and June 1, among others. www.israel-festival.org.il

ISRAEL MUSEUM IN JERUSALEM EXTENDS
KING HEROD EXHIBITION THROUGH
JANUARY 2014

323-658-7463

ISRAEL GOVERNMENT
TOURIST OFFICES in
NORTH AMERICA

NORTHEAST USA
New York
Shahar Alon, Director
212-499-5650

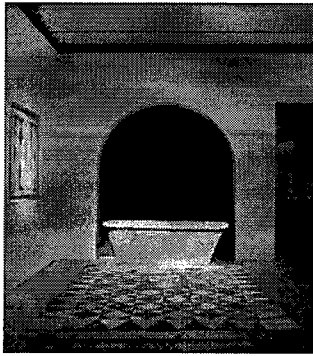
SOUTHERN USA
Atlanta
Joe Diaz, Director
404-541-2770

MIDWESTERN USA
Chicago
Omer Eshel, Director
312-803-7080

WESTERN USA
Los Angeles
Eliezer Hod, Director
323-658-7463

CANADA
Toronto
Ami Allon, Director
416-964-3784

The Israel Museum in Jerusalem will extend its new exhibition showcasing artifacts from King Herod's Tomb until January 2014 as a result of unprecedented public demand. The new exhibition, entitled "King's Final Journey," showcases more than 250 archeological finds from the recently discovered tomb of King Herod, including three sarcophagi, restored frescoes and King Herod's private bath from the palace at Cyprus. The exhibition also features never-before-seen carved stone elements from the Temple Mount and an imperial marble basin believed to be a gift from Augustus, among others. www.english.imjnet.org.il



104-YEAR-OLD PENNSYLVANIAN MAKES HER FIRST-EVER PILGRIMAGE TO ISRAEL

Eleanor Hall, a 104-year-old resident of Bucks County, PA, pictured right, made her first-ever pilgrimage to the Holy Land last month, along with three generations of her family members and members of the Addisville Reformed Church. The trip included visits to Nazareth, the Sea of Galilee, the Dead Sea and the Old City of Jerusalem, among other destinations in Israel. Mrs. Hall and her family were also feted at a special reception in her honor at the Israel Consulate in Philadelphia, upon their return from Israel.



CONTEMPORARY ITALIAN JEWELRY EXHIBITION ON DISPLAY IN TEL AVIV'S NEVE TZEDEK NEIGHBORHOOD THROUGH MAY 6

A new pop-up exhibition showcasing contemporary jewelry pieces designed by Italian artists, entitled "Bella Giola!," is now on display at the Ermanno Tedeschi Gallery in Tel Aviv's Neve Tzedek neighborhood through May 6, 2013. The exhibition includes pieces created by top Italian jewelry designers, including Elena Cavallo, Bruna Chiarle, Elena Martinelli and Nericata, among others. www.etgallery.co.il



TEL AVIV ANNOUNCES "SALUTE TO THE WHITE CITY" FESTIVAL, MAY 2-4, 2013

The "Salute to the White City Festival" will commemorate the 10th anniversary of Tel Aviv being named a UNESCO World Heritage Site for its collection of Bauhaus architecture, May 2-4.



Home to 4,000 Bauhaus-style buildings, Tel Aviv will host a festive weekend featuring exhibitions, architecture tours and events, including the "Houses from Within" festival, Guerrilla Lighting Display and Greening the White City Architectural Preservation Conference. www.batim-il.org/DefaultEng.aspx?batim

TELLAVISTA.COM OFFERS WIDE SELECTION OF SHORT-TERM AND APARTMENT RENTAL OPTIONS IN ISRAEL

The newly launched Tellavista.com website offers a selection of more than 1,200 countrywide apartment and short-term rental options in Israel. Offered in eight different languages, the new website simplifies travel to Israel by providing hospitality options for travelers based on budget, date, number of rooms, neighborhoods and special amenities. www.tellavista.com

JAFFA'S MUSEUM OF ANTIQUITIES PRESENTS MINI ART EXHIBITION 2013

The Mini Art Exhibition 2013 features a wide-range of miniature artworks, figurines and micro-sculptures at Jaffa's Museum of Antiquities, on display through June 30, 2013. The exhibition presents works by artists from Israel and around the world, including meticulously designed micro-sculptures by British artist Willard Wigan, miniature photographs and train models, as well as dozens of micro-models of imaginative scenes including architectural structures, fictional characters and theaters. www.oldjaffa.co.il



KELEVLAND PET RESORT HOTEL OFFERS RESPITE

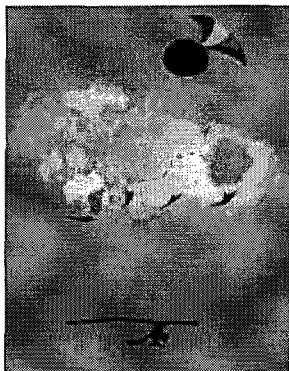
For travelers arriving in Israel with canine friends, Kelevland is a canine pet resort and academy for dogs offering a wide range of training activities and



overnight lodging in Mitspe Yericho near Jerusalem. Israel's only high-tech dog kennel, Kelevland features a doggy swimming pool and offers activities led by expert dog trainers, as well as air-conditioned rooms with 24-hour web cam service and an on-call veterinarian. www.kelevland.com

**JERUSALEM'S ISRAEL MUSEUM PRESENTS
NEW EXHIBITION HIGHLIGHTING THE WORKS
OF SPANISH ARTIST JOAN MIRO**

Jerusalem's Israel Museum recently unveiled a new exhibition highlighting the works of Barcelona-born artist Joan Miro, on display through June 29, 2013. The second installment of the Israel Museum's "Focus" series, the exhibition showcases Miro's *Painting (Spanish Dancer)* and his drawing, *Untitled (Spanish Dancer)*, as well as 13 paintings, drawings and sketches depicting Spanish Flamenco dancers. www.imj.org.il



**WALL STREET JOURNAL LISTS TEL AVIV
AMONG THE WORLD'S MOST INNOVATIVE
CITIES**

A recent survey of nearly 1 million people, sponsored by the *Wall Street Journal*, listed Tel Aviv among the "World's Most Innovative Cities." Tel Aviv, which placed in the #2 spot ahead of New York, Hong Kong, Sao Paulo and London, was also recently described by *Forbes* magazine as "one of the fastest growing cities in the world."



Geoffrey Weill Associates

Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice.

Forward email

SafeUnsubscribe

Trusted Email from
Constant Contact
Try it FREE today.

Nestor Lara-Baeza

From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Monday, April 22, 2013 10:21 AM
To: Nestor Lara-Baeza
Subject: 104-Year-Old Pennsylvanian Makes Her First-Ever Pilgrimage to Israel

Having trouble viewing this email? [Click here](#)

You're receiving this email because of your relationship with Geoffrey Weill Associates. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.

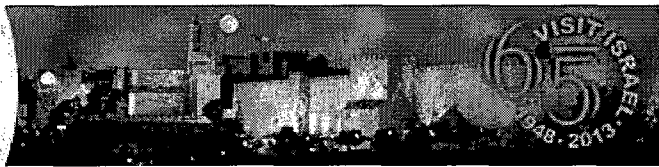


PHOTO RELEASE

**104-YEAR-OLD PENNSYLVANIAN MAKES
HER FIRST-EVER PILGRIMAGE TO ISRAEL**





New York - April 22, 2013: Eleanor Hall, a 104-year-old resident of Bucks County, PA, pictured above, made her first-ever pilgrimage to the Holy Land last month, along with three generations of her family members and members of the Addisville Reformed Church. The trip included visits to Nazareth, the Sea of Galilee, the Dead Sea and the Old City of Jerusalem, among other destinations in Israel. Mrs. Hall and her family were also feted at a special reception in her honor at the Israel Consulate in Philadelphia, prior to their visit to Israel.

For more information about travel to Israel, visit www.goisrael.com.

MEDIA CONTACTS

Ross Belfer at WEILL - rbelfer@geoffreyweill.com - 1-866-PRWEILL

Israel Ministry of Tourism, N.A. - Gail Barzilay - gailbarzilay@imot.org - 212-499-5647

Israel Government Tourist Office, Southern USA - Dana Shemesh - danas@imot.org - 404-541-2770

Israel Government Tourist Office, Midwest USA - Jill Daly - jilld@imot.org - 312-803-7077

Israel Government Tourist Office, Western USA - Dan Manor - danm@imot.org - 323-658-7463

ISRAEL GOVERNMENT TOURIST OFFICES • NORTH AMERICA

Los Angeles • Director: Eliezer Hod • 323-658-7463

Canada • Director: Ami Allon • 416-964-3784

New York • Director: Shahar Alon • 212-499-5650

Atlanta • Director: Joe Diaz • 404-541-2770

Chicago • Director: Omer Eshel • 312-803-7080

Geoffrey Weill Associates

Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice

Forward email

Safe Unsubscribe


Trusted Email from
Constant Contact
Try it FREE today.

Nestor Lara-Baeza

From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Wednesday, April 10, 2013 11:04 AM
To: Nestor Lara-Baeza
Subject: Discovering Modern and Ancient Jerusalem Off the Beaten Path

Having trouble viewing this email? [Click here](#)





Jerusalem
THE LATEST TRAVEL NEWS FROM ISRAEL
ISRAEL MINISTRY OF TOURISM NORTH AMERICA - WWW.GOISRAEL.COM

**DISCOVERING MODERN AND ANCIENT
JERUSALEM OFF THE BEATEN PATH**

APRIL 2013 Vol. 6 - Issue 4


GREETINGS FROM THE COMMISSIONER

Dear Friends,

Far more than just the Western Wall, Church of the Holy Sepulcher, Via Dolorosa and Dome of the Rock, Jerusalem is a city teeming with hundreds of modern attractions and historical sites amidst breathtaking natural landscapes.

I would like to invite travelers of all tastes and interests from around the world to explore the nooks and crannies of my hometown of Jerusalem for an inspiring vacation of a lifetime.

Shalom.



MEDIA CONTACTS

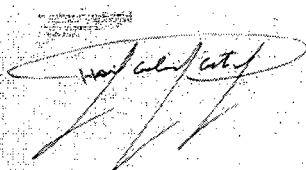
Ross Belfer
WEILL
646-PR-WEILL

Gail Barzilay
Israel Ministry of
Tourism
Northeast Region
212-499-5627

Dana Shemesh
Israel Government
Tourist Office
Southeastern USA
404-541-2770

Jill Daly
Israel Government Tourist
Office/Midwestern USA
312-801-4077

Dan Manor
Israel Government Tourist
Office
Western USA
734-658-7463



Haim Gutin
Israel Tourism Commissioner, North & South America

JERUSALEM'S MACHANE YEHUDA FOOD MARKET UNVEILED AS GOURMAND PARADISE

Jerusalem's legendary Machane Yehuda open-air food market has developed into a gourmand wonderland, featuring more than 250 food stalls and vendors boasting a wide range of products -- from locally sourced produce, dairy products



and delicacies to imported sweets and organic wines from Israel and around the world. Conveniently located just steps away from the Jerusalem city center, the Machane Yehuda market was first established in 1887 and exists today as one of Israel's most buzzing markets, where espresso bars, photography galleries and fashion boutiques sit alongside butchers, repairmen and vegetable vendors. The Machane Yehuda market has also launched a new website, featuring interactive maps, interviews with vendors and options to book special themed tours. www.machne.co.il

BURNT HOUSE MUSEUM IN THE OLD CITY OF JERUSALEM

Located 20 feet underground in the Jewish Quarter in the Old City of Jerusalem, Jerusalem's Burnt House Museum is housed in an excavated building from the Second Temple Period, and features a small collection of Second Temple period



antiquities, including stone weighing systems, large jugs, bowls and measuring cups. The museum also displays earthenware inscribed with the original family's name, "Katros," who were mentioned in the Talmud in a list of four families of Temple priests who abused their position. Visitors to the Burnt House can also experience a multimedia film depicting the history of the house and its destruction. www.jerusalem-oldcity.org.il

OLD CITY OF JERUSALEM RAMPARTS WALK

ISRAEL GOVERNMENT TOURIST OFFICES

NORTH AMERICA

New York

Director:
Shahar Aloni
212-499-5650

Atlanta

Director: Joe Diaz
404-541-2770

Chicago

Director:
Omer Eshel
312-803-2080

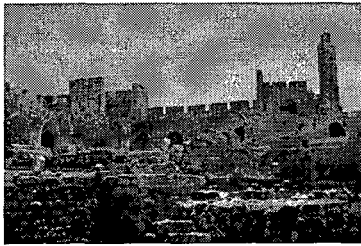
Los Angeles

Director:
Erez Hod
323-658-7163

Toronto

Director:
Ami Allon
416-963-3784

For active travelers wishing to explore the Old City of Jerusalem from above, the Ramparts Walk offers a bird's eye view of the city walls and gates, as well as the Jewish, Christian, Muslim and Armenian Quarters, Mount Scopus and the Mount of Olives, among other sites. Travelers may enter the Ramparts from inside the Jaffa Gate, and trek past the 2,000-year-old Citadel built by King Herod.



UMBERTO NAHON MUSEUM OF ITALIAN JEWISH ART



Home to one of Israel's most fascinating synagogues, the Umberto Nahon Museum of Italian Jewish Art is located on Hillel Street near Independence Park outside the Old City of Jerusalem, and features the original synagogue of Conegliano Veneto, a village located between Padua and Venice.

Following its transfer to Jerusalem after the end of World War II, the synagogue's interior was reconstructed and opened its doors to serve the Italian Community in Jerusalem and as a focal point to the museum. The synagogue boasts the original bimah, or raised platform, as well as the magnificent Ark of Conegliano Veneto, which is decorated with fine golden carved wooden ornamentation and two 18th-century Venetian cornucopia-shaped walls. In addition, the museum boasts a wide-range of Italian Jewish art and objects, including metalwork, woodwork, textiles, manuscripts and prints created by Jewish Italian artists. <http://ijamuseum.org>

ST. PETER IN GALLICANTU CHURCH

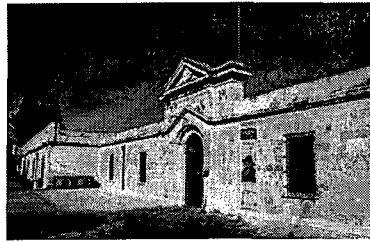
Located on the eastern slope of Mount Zion, St. Peter in Gallicantu was built in the 5th century and is believed to be the location of Caiaphas' house, the setting for the story of Peter's denial of his connection with Jesus on the night of his trial and the



shedding of his self-recriminatory tears. Pilgrims to the St. Peter in Gallicantu Church can explore ancient artifacts and relics from the time of Jesus, including a statue that describes the events of the denial of Jesus by Peter, the cock, the maid and the Roman soldier; a painting depicting St. Peter, Jesus and the cock; and an ancient staircase facing the Valley of Kidron. In the church basement, pilgrims can explore an array of caves from the Second Temple Period that were believed to have housed a jail where Jesus was held after his arrest.

MUSEUM OF THE UNDERGROUND PRISONERS

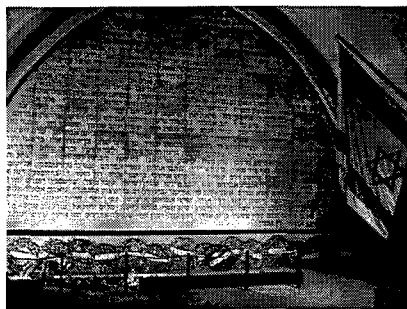
The Museum of the Underground Prisoners, located in the former Russian Women's Pilgrim Hostel in the Russian Compound near the Damascus Gate, features the meticulously preserved cells of Jewish freedom fighters Meir Feinstein and Moshe



Barazani, as well as other former cells containing original artifacts and documents detailing life behind bars from the time of the British Mandate over Palestine. Travelers to the museum will also learn about the history of the former prison through the narrative of the underground prisoners and their struggle for the establishment of the State of Israel.

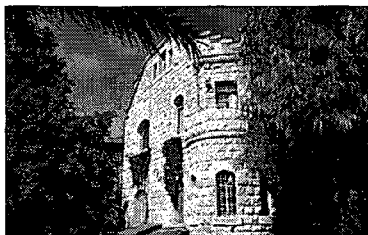
AMMUNITION HILL MEMORIAL AND MUSEUM

The Ammunition Hill Memorial and Museum, nestled between the Ramat Eshkol and French Hill neighborhoods, is the site commemorating 37 soldiers who lost their lives during the Six Day War as Israel was able to link central Jerusalem with the Israeli enclave on Mount



Scopus. Today, Ammunition Hill houses an extensive museum, featuring a documentary film detailing the history of the events surrounding the battle and exhibitions detailing the armed Jewish resistance to Nazi oppression in Europe, as well as well-preserved trenches and fortifications from the Six Day War. www.givathatachmosht.org.il

JERUSALEM'S GERMAN COLONY

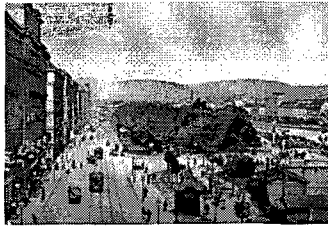


Established in the 19th century by German Templars, Jerusalem's esteemed German Colony sits today as one of the city's most prominent neighborhoods, featuring carefully manicured sidewalks, art galleries, clothing boutiques and

quality restaurants along Emek Refaim Street. The German Colony also boasts the Smadar Theater, Jerusalem's art-house cinema and a perennial gathering place for the local creatives, as well as an outdoor artists' market every Friday morning through the afternoon.

TICHO HOUSE

Built in the mid-19th century by an Arab dignitary, the Ticho House stands as one of the first houses in modern Jerusalem outside of the Old City walls. Purchased by Dr. Avraham Ticho and his wife Anna in 1924, the house features temporary art exhibitions, including an exhibition of works created by Anna Ticho, as well as the family's collection of Hanukkah lamps, a reference library housing books about Jerusalem art and literature and a garden café and restaurant. The Ticho House also hosts monthly cultural events and music concerts. www.english.imjnet.org.il/page_1712



Geoffrey Weill Associates

Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice.

Forward email

 [Unsubscribe](#)

Trusted Email from
Constant Contact
Try it FREE today.

Nestor Lara-Baeza

From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Tuesday, April 09, 2013 1:11 PM
To: Nestor Lara-Baeza
Subject: Barbra Streisand Announces First-Ever Concert in Israel, June 20, 2013

Having trouble viewing this email? [Click here](#)

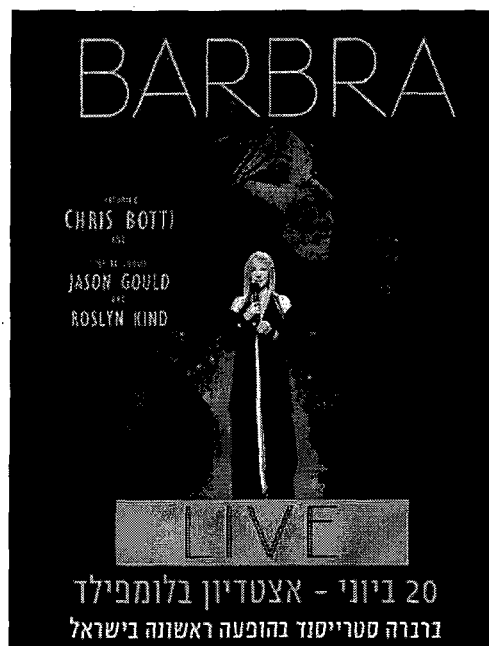
You're receiving this email because of your relationship with Geoffrey Weill Associates. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.



PRESS RELEASE

BARBRA STREISAND ANNOUNCES FIRST-EVER CONCERT IN ISRAEL, JUNE 20, 2013



New York - April 9, 2013: Grammy, Emmy and Academy Award-winning legend Barbra Streisand will perform for the first time ever in Israel this summer, on June 20, 2013 at Tel Aviv's Bloomfield Stadium.

Taking place during Israel's 65th anniversary year, Streisand's first concert in Israel will be backed by a 60-piece orchestra and will feature duets with her son Jason Gould, sister Roslyn Kind and special guest trumpeter Chris Botti.

The winner of eight Grammy Awards, five Emmy Awards and two Academy Awards, Streisand is one of the most commercially and critically successful entertainers of the past 50 years, with more than 140 million records sold worldwide.

"We are thrilled to announce Barbra Streisand's first-ever concert in Israel," said Haim Gutin, Israel Commissioner for Tourism, North and South America. "The concert will surely provide some additional excitement for music lovers and travelers arriving in Israel this summer."

Streisand is also expected to appear for a private performance at the annual Presidential Conference in Jerusalem in honor of President Shimon Peres's 90th birthday two days prior to her concert.

For tickets and more information, visit www.eventim.co.il. For more information about tourism to Israel, visit www.goisrael.com.

MEDIA CONTACTS

Ross Belfer at WEILL - rbelfer@geoffreyweill.com - 1-866-PRWEILL

Israel Ministry of Tourism, N.A. - Gail Barzilay - gailbarzilay@imot.org - 212-499-5647

Israel Government Tourist Office, Southern USA - Dana Shemesh - danas@imot.org - 404-541-2770

Israel Government Tourist Office, Midwest USA - Jill Daly - jilld@imot.org - 312-803-7077

Israel Government Tourist Office, Western USA - Dan Manor - danm@imot.org - 323-658-7463

ISRAEL GOVERNMENT TOURIST OFFICES • NORTH AMERICA

Los Angeles • Director: Eliezer Hod • 323-658-7463

Canada • Director: Ami Allon • 416-964-3784

New York • Director: Shahar Alon • 212-499-5650

Atlanta • Director: Joe Diaz • 404-541-2770

Chicago • Director: Omer Eshel • 312-803-7080

Geoffrey Weill Associates

Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice

Forward email

 Safe Unsubscribe

Trusted Email from
Constant Contact

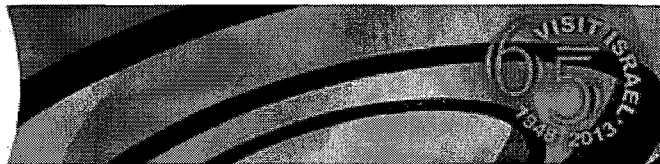
Try it FREE today.

Nestor Lara-Baeza

From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Monday, April 08, 2013 1:36 PM
To: Nestor Lara-Baeza
Subject: UPDATED: Israels Design Museum Holon Unveils New Exhibition Highlighting the Life of Israeli Fashion Icon Lea Gottlieb

You're receiving this email because of your relationship with Geoffrey Weill Associates. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.



PRESS RELEASE

**ISRAEL'S DESIGN MUSEUM HOLON UNVEILS
NEW EXHIBITION HIGHLIGHTING THE LIFE OF
ISRAELI FASHION ICON LEA GOTTLIEB**



New York - April 8, 2013: Israel's world-renowned Design Museum Holon recently unveiled a new exhibition highlighting the life of the late Israeli fashion designer Lea Gottlieb, on display through May 4, 2013.

The new exhibition, entitled "Lady of the Daisies," offers an in-depth look into the life of Israeli fashion designer Lea Gottlieb based on her private archives. The exhibition also showcases new swimwear designed by Gottex, which was founded by Gottlieb in Tel Aviv in 1956, and offers an intimate look into the minds of local women creators, designers and fashion curators.



"We are excited about the new exhibition at the Design Museum Holon, which provides a unique glimpse into the life one of Israel's most successful fashion designers," said Haim Gutin, Israel Commissioner for Tourism, North and South America. "The exhibition will further promote Israel as a unique destination for fashion-focused travelers."

The "Lady of the Daisies" exhibition will be followed by a new exhibition highlighting the works of Israeli architect Ron Arad (who designed the museum), which will open to the public in June 2013.

For more information, visit www.dmh.org.il. For more information about tourism to Israel, visit www.goisrael.com.

MEDIA CONTACTS

Ross Belfer at WEILL - rbelfer@geoffreyweill.com - 1-866-PRWEILL

Israel Ministry of Tourism, N.A. - Gail Barzilay - gailbarzilay@imot.org - 212-499-5647
Israel Government Tourist Office, Southern USA - Dana Shemesh - danas@imot.org - 404-541-2770

Israel Government Tourist Office, Midwest USA - Jill Daly - jilld@imot.org - 312-803-7077
Israel Government Tourist Office, Western USA - Dan Manor - danm@imot.org - 323-658-7463

ISRAEL GOVERNMENT TOURIST OFFICES • NORTH AMERICA

Los Angeles • Director: Eliezer Hod • 323-658-7463

Canada • Director: Ami Allon • 416-964-3784

New York • Director: Shahar Alon • 212-499-5650

Atlanta • Director: Joe Diaz • 404-541-2770

Chicago • Director: Omer Eshel • 312-803-7080

Geoffrey Weill Associates

Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice

Forward email

SafeUnsubscribe

Trusted Email from
Constant Contact

Try it FREE today.

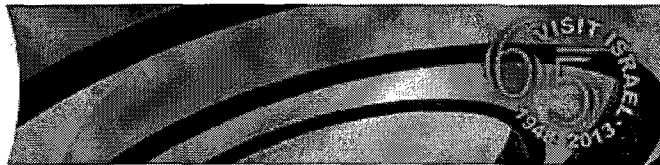
Nestor Lara-Baeza

From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Friday, April 05, 2013 4:01 PM
To: Nestor Lara-Baeza
Subject: Israels Design Museum Holon Unveils New Exhibition Highlighting the Life of Israeli Fashion Icon Lea Gottlieb

Having trouble viewing this email? [Click here](#)

You're receiving this email because of your relationship with Geoffrey Weill Associates. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.



PRESS RELEASE

ISRAEL'S DESIGN MUSEUM HOLON UNVEILS NEW EXHIBITION HIGHLIGHTING THE LIFE OF ISRAELI FASHION ICON LEA GOTTLIEB



New York - April 5, 2013: Israel's world-renowned Design Museum Holon recently unveiled a new exhibition highlighting the life of the late Israeli fashion designer Lea Gottlieb, on

display through May 4, 2013.

The new exhibition, entitled "Life of the Daisies," offers an in-depth look into the life of Israeli fashion designer Lea Gottlieb based on her private archives. The exhibition also showcases new swimwear designed by Gottex, which was founded by Gottlieb in Tel Aviv in 1956, and offers an intimate look into the minds of local women creators, designers and fashion curators.

"We are excited about the new exhibition at the Design Museum Holon, which provides a unique glimpse into the life one of Israel's most successful fashion designers," said Haim Gutin, Israel Commissioner for Tourism, North and South America. "The exhibition will further promote Israel as a unique destination for fashion-focused travelers."



The "Life of the Daisies" exhibition will be followed by a new exhibition highlighting the works of Israeli architect Ron Arad (who designed the museum), which will open to the public in June 2013.

For more information, visit www.dmh.co.il. For more information about tourism to Israel, visit www.goisrael.com.

MEDIA CONTACTS

Ross Belfer at WEILL - rbelfer@geoffreyweill.com - 1-866-PRWEILL

Israel Ministry of Tourism, N.A. - Gail Barzilay - gailbarzilay@imot.org - 212-499-5647
Israel Government Tourist Office, Southern USA - Dana Shemesh - danas@imot.org - 404-541-2770

Israel Government Tourist Office, Midwest USA - Jill Daly - jilld@imot.org - 312-803-7077
Israel Government Tourist Office, Western USA - Dan Manor - danm@imot.org - 323-658-7463

ISRAEL GOVERNMENT TOURIST OFFICES • NORTH AMERICA

Los Angeles • Director: Eliezer Hod • 323-658-7463

Canada • Director: Ami Allon • 416-964-3784

New York • Director: Shahar Alon • 212-499-5650

Atlanta • Director: Joe Diaz • 404-541-2770

Chicago • Director: Omer Eshel • 312-803-7080

Geoffrey Weill Associates

Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice

Forward email

 SafeUnsubscribe

Unrated Email from
Constant Contact

Try it FREE today

Nestor Lara-Baeza

From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Monday, March 11, 2013 11:05 AM
To: Nestor Lara-Baeza
Subject: Haim Gutin, Israel Commissioner for Tourism, North and South America, Meets with Atlanta Christian Leaders and Travel Media

Having trouble viewing this email? [Click here](#)

You're receiving this email because of your relationship with Geoffrey Weill Associates. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.



PRESS RELEASE

**HAIM GUTIN, ISRAEL COMMISSIONER FOR
TOURISM, NORTH AND SOUTH AMERICA, MEETS
WITH ATLANTA CHRISTIAN LEADERS AND TRAVEL
MEDIA**



(Left to right): Joe Diaz, Director, Israel Government Tourist Office - Southern region;

Pastor Mike Franklin, Torch Church; Renee Werblin, Travel Girl Magazine; Janice Clark Hayes, CUFI Georgia; Haim Gutin, Israel Commissioner for Tourism, North and South America; Pastor Andy Cook, Shirley Hills Baptist Church; Janet Cain, Israel Always



(Left to right): Haim Gutin, Israel Commissioner for Tourism, North and South America alongside Dr. William L. Sheals, Senior Pastor of Hopewell Missionary Baptist Church



(Left to right): Joe Diaz, Director, Israel Government Tourist Office - Southern region; Israel Consul General Opher Aviran; and Haim Gutin, Israel Commissioner for Tourism, North and South America

New York - March 11, 2013: Haim Gutin, Israel Commissioner for Tourism, North and South America, arrived in Atlanta this week where he met with local Christian pastors and travel media in an effort to promote tourism to the Holy Land in 2013.

As part of the visit, Mr. Gutin participated in radio interviews with News Talk 1160 and Salem Radio, and hosted a breakfast for local Christian pastors in Atlanta.

"I am thrilled to have met with such influential local media and Christian leaders in Atlanta," said Haim Gutin, Israel Commissioner for Tourism, North and South America. "This is an important step towards our ongoing goal of increasing leisure and faith-based travel from all the regions of the U.S. to Israel in 2013."

The Israel Ministry of Tourism hopes to attract 5 million travelers to visit Israel by 2015.

For more information about tourism to Israel, visit www.goisrael.com.

MEDIA CONTACTS

Ross Belfer at WEILL - rbelfer@geoffrevweill.com - 1-866-PRWEILL

Israel Ministry of Tourism, N.A. - Gail Barzilay - gailbarzilay@imot.org - 212-499-5647
Israel Government Tourist Office, Southern USA - Dana Shemesh - danas@imot.org - 404-541-2770

Israel Government Tourist Office, Midwest USA - Jill Daly - jilld@imot.org - 312-803-7077
Israel Government Tourist Office, Western USA - Dan Manor - danm@imot.org - 323-658-7463

ISRAEL GOVERNMENT TOURIST OFFICES • NORTH AMERICA

Los Angeles • Director: Eliezer Hod • 323-658-7463

Canada • Director: Ami Allon • 416-964-3784

New York • Director: Shahar Alon • 212-499-5650

Atlanta • Director: Joe Diaz • 404-541-2770

Chicago • Director: Omer Eshel • 312-803-7080

Geoffrey Weill Associates

Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice

Forward email

 **Safe Unsubscribe**

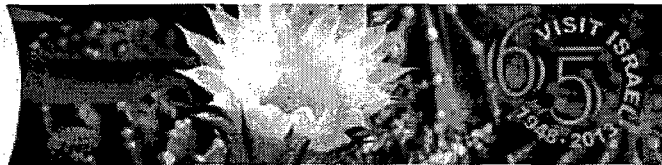
 **Trusted Email from
Constant Contact**

Try it FREE today.

Nestor Lara-Baeza

From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Friday, March 08, 2013 11:01 AM
To: Nestor Lara-Baeza
Subject: New Organic Voluntourism Project Launches in Israel

Having trouble viewing this email? [Click here](#)



PRESS RELEASE

NEW ORGANIC FARMING VOLUNTOURISM PROGRAM LAUNCHES IN ISRAEL

New York - March 8, 2013: WWOOF Israel, a new voluntourism initiative offering more than 70 agricultural and farming programs, is now available for travelers to Israel.

Participants of WWOOF Israel can enroll in hands-on volunteer programs in a variety of fields, including permaculture, organic garden, green building, cheese- and wine-making and animal husbandry, among others. The programs, which range from one week to three months in duration, will also allow participants to choose amongst more than 80 farms and host families around Israel, from the Golan Heights and the Galilee in the north, to Jerusalem, Tel Aviv and the Negev Desert in the south.



"The new WWOOF Israel program offers an insider's view into farming in Israel unlike any other," said Haim Gutin, Israel Commissioner for Tourism, North and South America. "We hope the program will attract a new wave of travelers to visit Israel this year."

WWOOF Israel is the active local branch of an international organization called Willing Workers on Organic Farms that was launched in the early 1970s in the UK.

For more information, visit www.woof.org.il. For more information about tourism to Israel, visit www.goisrael.com.

MEDIA CONTACTS

Ross Belfer at WEILL - rbelfer@geoffreyweill.com - 1-866-PRWEILL

Israel Ministry of Tourism, N.A. - Gail Barzilay - gailbarzilay@imot.org - 212-499-5647
Israel Government Tourist Office, Southern USA - Dana Shemesh - danas@imot.org - 404-541-2770

Israel Government Tourist Office, Midwest USA - Jill Daly - jilld@imot.org - 312-803-7077
Israel Government Tourist Office, Western USA - Dan Manor - danm@imot.org - 323-658-7463

ISRAEL GOVERNMENT TOURIST OFFICES • NORTH AMERICA

Los Angeles • Director: Eliezer Hod • 323-658-7463

Canada • Director: Ami Allon • 416-964-3784

New York • Director: Shahar Alon • 212-499-5650

Atlanta • Director: Joe Diaz • 404-541-2770

Chicago • Director: Omer Eshel • 312-803-7080

Geoffrey Weill Associates

Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice

Forward email

 SafeLink

 Trusted Email from
Constant Contact
Try it FREE today.

Nestor Lara-Baeza

From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Thursday, March 07, 2013 10:20 AM
To: Nestor Lara-Baeza
Subject: Israel Ministry of Tourism Hosts Special Ribbon-Cutting Ceremony and Press Conference at NRB 2013 Convention

Having trouble viewing this email? [Click here](#)

You're receiving this email because of your relationship with Geoffrey Weill Associates. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.



PRESS RELEASE

**ISRAEL MINISTRY OF TOURISM HOSTS SPECIAL
RIBBON-CUTTING CEREMONY AND PRESS
CONFERENCE AT NRB 2013 CONVENTION**



(Left to right): Haim Gutin, Israel Commissioner for Tourism, North and South America; Ambassador Ido Aharoni, Consul General for Israel in New York; Danny Saadon, VP North America at El Al Israel Airlines; Frank Wright, President of NRB; and Rich Bott, Chairman of the NRB Executive Committee



(Left to right): Danny Saadon, VP North America at El Al Israel Airlines; Haim Gutin, Israel Commissioner for Tourism, North and South America; and Dr. Frank Wright President of NRB



Haim Gutin presenting at a special press conference during the NRB 2013 Convention & Exposition

New York - March 7, 2013: The Israel Ministry of Tourism kicked off its annual participation in the NRB (National Religious Broadcasters) 2013 Convention & Exposition in Nashville, TN, this week, with a special ribbon-cutting ceremony and press conference.

Haim Gutin, Israel Tourism Commissioner for North & South America, welcomed special guests (pictured in top photo above, from left to right) Ambassador Ido Aharoni, Consul General to Israel in New York, Danny Saadon, VP North America at EL AL Israel Airlines, Dr. Frank Wright, President of NRB, and Rich Bott, Chairman of the NRB Executive Committee, at a ribbon-cutting ceremony to open the Visit Israel booth at the annual convention.

Commissioner Gutin and Ambassador Aharoni also held a special press conference for assembled media and travel agents to announce the latest travel statistics from the Holy Land, which experienced record tourism numbers in 2012, with more than 3.5 million visitors arriving from around the world.

"We are honored to once again join our partners at the NRB to share the latest news from the Holy Land with the thousands of attendees and other exhibitors at this important annual event," says Haim Gutin. "And we look forward to welcoming many of them in the coming year to experience the Land of the Bible for themselves."

For more information about travel to Israel, please visit: www.goisrael.com.

Photo credit: Bryan D. Seltzer

MEDIA CONTACTS

Ross Belfer at WEILL - rbelfer@geoffreyweill.com - 1-866-PRWEILL

Israel Ministry of Tourism, N.A. - Gail Barzilay - gailbarzilay@imot.org - 212-499-5647
Israel Government Tourist Office, Southern USA - Dana Shemesh - danas@imot.org - 404-541
2770

Israel Government Tourist Office, Midwest USA - Jill Daly - jilld@imot.org - 312-803-7077
Israel Government Tourist Office, Western USA - Dan Manor - danm@imot.org - 323-658-7463

ISRAEL GOVERNMENT TOURIST OFFICES • NORTH AMERICA

Los Angeles • Director: Eliezer Hod • 323-658-7463

Canada • Director: Ami Allon • 416-964-3784

New York • Director: Shahar Alon • 212-499-5650

Atlanta • Director: Joe Diaz • 404-541-2770

Chicago • Director: Omer Eshel • 312-803-7080

Geoffrey Weill Associates

Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice

Forward email

 SafeLink

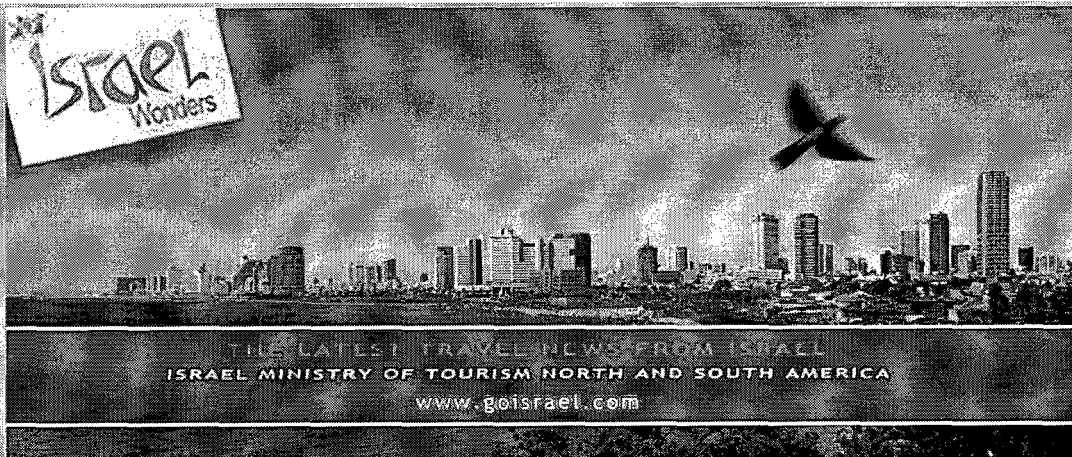
 Trusted Email from
Constant Contact

Try it FREE today.

Nestor Lara-Baeza

From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Wednesday, March 06, 2013 10:25 AM
To: Nestor Lara-Baeza
Subject: March Travel News from Israel

Having trouble viewing this email? [Click here](#)



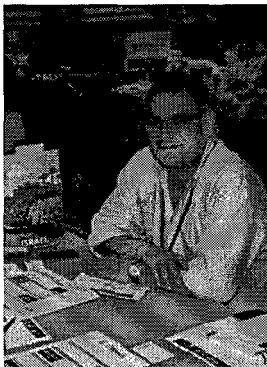
MARCH 2013 Vol. 6 - Issue 3

GREETINGS FROM THE COMMISSIONER

Dear Friends,

With Israel's 65th anniversary drawing nearer, we are more excited than ever to welcome first-time and returning travelers to experience Israel's gorgeous landscapes, modern attractions and ancient sites.

From the Galilee in the north, to Jerusalem, Tel Aviv, the Dead Sea and the Negev Desert, Israel will satisfy and inspire travelers of all tastes and interests.



MEDIA CONTACTS:

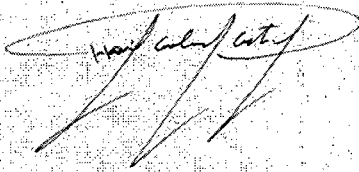
Ross Belfer
WEILL
866-PR-WEILL

Gail Barzilay
Israel Ministry of
Tourism
Northeast Region
212-499-5647

Dana Shemesh
Israel Government
Tourist Office
Southeastern USA
404-541-2770

Jill Daly
Israel Government
Tourist Office
Midwestern USA
312-803-7077

Dan Manor
Israel Government
Tourist Office



Shalom,

Haim Gutin
Israel Tourism Commissioner, North and South
America

**GRAMMY AWARD-WINNING POP STAR ALICIA KEYS
TO PRESENT FIRST-EVER CONCERT IN ISRAEL THIS
SUMMER**

Grammy Award-winning American pop star Alicia Keys will present her first-ever concert in Israel at Tel Aviv's Nokia Theater, July 4, 2013. The concert will follow a concert by iconic British singer Cliff Richard, also at Nokia Theater, July 11.



**TENS OF THOUSANDS OF RUNNERS FROM AROUND
THE WORLD COMPETED IN THE 3RD ANNUAL
JERUSALEM INTERNATIONAL MARATHON**

Tens of thousands of runners from more than 50 countries around the world arrived in Israel this week to participate in the third annual Jerusalem International Marathon. First to finish



the marathon from the men's division was Ethiopian runner Abraham Kabeto Ketla at a time of 2 hours, 16 minutes and 29 seconds; and from the Women's Division, Ethiopian runner Mihret Anamo Antonios completed the marathon at a time of 2 hours, 47 minutes and 26 seconds. www.jerusalem-marathon.com

**ISRAEL HOSTEL RANKS AMONG TOP TEN IN THE
WORLD**

The Abraham Hostel in Jerusalem was recently ranked among the "Top Ten Hostels in the World" in a survey published by Hostelworld.com. The hostel is described as having a "great value and great atmosphere" and is



Western USA
323-658-7463

**ISRAEL GOVERNMENT
TOURIST OFFICES in
NORTH AMERICA**

NORTHEAST USA
New York
Shahar Alon, Director
212-499-5650

SOUTHERN USA
Atlanta
Joe Diaz, Director
404-541-2770

MIDWESTERN USA
Chicago
Omer Eshel, Director
312-803-7080

WESTERN USA
Los Angeles
Eliezer Hod, Director
323-658-7463

CANADA
Toronto
Ami Allon, Director
416-964-3784

located in Davidka Square just outside the Old City of Jerusalem.

JERUSALEM HOSTS SECOND ANNUAL ICE FESTIVAL THROUGH APRIL 2013

Jerusalem will host the second annual International Ice Festival in the Old Jerusalem Train Station compound, February 20 - April 30, 2013.

The festival will take place in a 5,000-square-foot space imported from Belgium and decorated in a special Far East décor by more than 60 artists from China. The festival's "Ice

City" will boast three central areas featuring colorful ice sculptures, huge slides, mazes, rain forests, snowstorms and bridges made of ice. The festival will also include a spectacular ice skating performance with more than 30 artists, acrobats and Chinese dancers.



EILAT BIRDS FESTIVAL IN SOUTHERN ISRAEL, MARCH 13-20, 2013

Bird enthusiasts from around the world will arrive in southern Israel for the Eilat Birds Festival, March 13-20, 2013. Organized by the Israel Ornithological Center, the seventh annual Eilat Birds Festival will offer birding lectures, workshops and

guided tours to bird-watching sites in Eilat. The festival will allow travelers to witness the migration of more than 500 million birds, including rare raptors, pelicans and cranes and feature an opening banquet and evening activities at the Isrotel Agamim Hotel. www.eilatbirdsfestival.com



JERUSALEM TO HOST SOUNDS OF THE OLD CITY MUSIC FESTIVAL, MARCH 18-22, 2013

The second annual Sounds of the Old City Music Festival will feature live musical performances throughout the cobblestoned streets and squares in the Old City of Jerusalem, March 20-22, 2013. This year's festival will include live music and art videos in various areas of the Old City of Jerusalem, including Muristan Square, the Cardo and courtyards in the Jewish quarter, Jaffa Gate and Mamilla Boulevard, as well as musicians offering street-side performances. www.jerusalem-oldcity.org.il



NEW EXHIBITION DETAILING THE LIFE OF ISRAELI FASHION DESIGNER LEA GOTTLIEB TO OPEN AT THE DESIGN MUSEUM HOLON THIS MARCH

A new exhibition highlighting the life of esteemed fashion designer Lea Gottlieb will open at the Design Museum Holon outside of Tel Aviv, March 19. Kicking off Holon Fashion Week 2013, the exhibition will showcase key fashion designs created by Gottlieb, _____ the history of Israeli fashion designers from the past to present times. —



FIRST-EVER PLUGFEST MUSIC FESTIVAL TO FEATURE WORLD RENOWNED ARTISTS IN SOUTHERN ISRAEL, MAY 9-11, 2013

The first-ever Plugfest music festival will feature performances by international and local musicians in Kfar Hanokdim near the Dead Sea, May 9-11, 2013. Among the artists scheduled to perform are Azealia Banks (USA), 2ManyDJs (Belgium), Lee Scratch Perry (USA) and Tinariwen (Libya). <http://plugfest.co.il/>



ISRAEL TO HOST ANNUAL FRESH PAINT ART FAIR IN TEL AVIV, MAY 21 - 25

The annual Fresh Paint art fair will showcase artworks and specially commissioned art exhibitions by local artists in Tel Aviv, May 21-25, 2013. Known as Israel's premier annual art event, the fair will present exhibitions featuring emerging local artists and a unique art "Greenhouse," showcasing the works of 50 independent Israeli artists. www.freshpaint.co.il/en



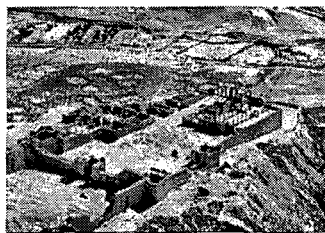
TEL AVIV'S HAARETZ MUSEUM UNVEILS NEW EXHIBITION DETAILING HISTORY OF ETHIOPIAN JEWS

A new exhibition detailing the history of Ethiopia's Jewish population is now on display at the Haaretz Museum in Tel Aviv through June 10, 2013. The exhibition presents visual images from the history of Ethiopia during the days of the Kingdom of Aksum through the modern era, as well as ritual items, manuscripts, artifacts and musical instruments, with a special focus on the Ethiopian Jewish immigration to Israel. www.ereztmuseum.org.il



SOUTHERN ISRAEL'S AVDAT NATIONAL PARK REOPENS AFTER THREE-YEAR REHABILITATION PROJECT

Southern Israel's Avdat National Park, a UNESCO World Heritage site, reopened this month after an extensive three-year rehabilitation project. The site is located on the ancient Nabatean Spice Route and boasts a restored Byzantine church, one of Israel's oldest wine presses, and offers a multimedia film detailing the history of the site.



NEW TOURIST-FRIENDLY STREET MAP SIGNS ROLLED OUT IN TEL AVIV

New tourist-friendly street map signs have recently been installed throughout Tel Aviv, featuring directions to nearby attractions, maps of the neighborhood and site-specific history. An initiative of the Tel Aviv-Jaffa Municipality, the signs can be found in various locations around Tel Aviv, including Magen David Square, Rothschild Boulevard and the Mediterranean promenade, and include useful information in Hebrew, English and Arabic.



KFAR HANOKDIM OFFERS UNIQUE INSIGHT INTO LOCAL BEDOUIN CULTURE

Culture-seekers arriving in Israel this year can visit the Bedouin-style hospitality camp at Kfar Hanokdim, a green oasis complete with Bedouin tents and biblically inspired gardens, near Masada. Visitors to Kfar Hanokdim will receive a unique insight into Bedouin culture with desert hikes, special meals and overnight accommodations in authentic Bedouin tents, cabins or lodges under the star-filled desert sky. www.hanokdim.com



NEW WEBSITE SIMPLIFIES TRAVEL TO ISRAEL WITH BABIES

Families traveling to Israel with small children can now rent strollers and other baby equipment through the new Israel with Baby website. The service offers travelers with rental options in various cities across Israel, including Tel Aviv, Jerusalem, Netanya and Herzliya. www.israelwithbaby.com

ACCESSIBLE ISRAEL BROCHURES NOW AVAILABLE ONLINE

Disabled travelers to Israel can now learn about accessible sites with a new Accessible Israel online brochures. The online

brochure features accessible tour routes in Israel, including the Sea of Galilee, Tel Aviv, the Old City of Jerusalem, the Dead Sea and Negev Desert. <http://goisrael.com/accessibleisraelenglish>



Geoffrey Weill Associates
*Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice.*

Forward email

Safe Unsubscribe



Try it FREE today.

**TRAVELZOO®**

The Deal Experts. Over 26 Million Subscribers Worldwide.

[Get Mobile](#) | [My Vouchers](#) | [U.S. Edition](#)

Home	Travel Deals	Entertainment Deals	Local Deals	SuperSearch	About Travelzoo	469k
------	--------------	---------------------	-------------	-------------	-----------------	--

[Home](#) > [Travel Deals](#) > [Featured Destinations](#) > [Israel](#)

Featured Destination: Israel

Love it? Share it!

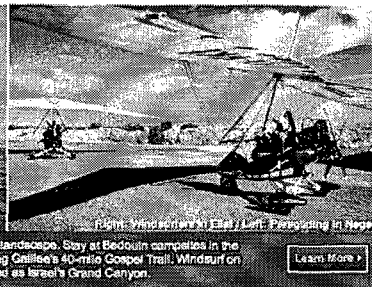
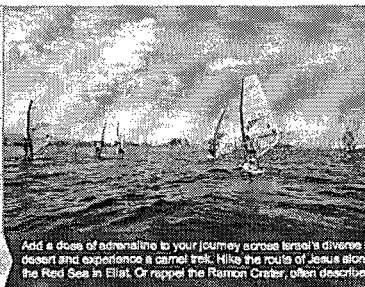
HOLY LAND
Walk the ancient pathways

HISTORY
Channel your inner archaeologist in Israel.

DEAD SEA
Float in waters enjoyed by
Biblical kings.

FOOD & WINE
Feast on more than just falafel and hummus.

ADVENTURE
Explore the landscape on
the tour bus



Top Deals Handpicked by Travelzoo

* Samstag, 1. März 2008

Received by NSD/FARA Registration Unit 06/18/2013 2:36:41 PM

U.S.

The "Featured Destination: Israel" microsite features detailed information on historical sites and various travel attractions around Israel, including Jerusalem, Tel Aviv, the Galilee region, the Dead Sea and Negev Desert. The website also includes up-to-date tips and special deals for traveling to Israel and will be live through April 2013.

"We are thrilled that Israel is a featured destination on one of the most highly viewed travel websites and e-newsletters in the U.S.," said Haim Gutin, Israel Commissioner for Tourism, North and South America. "We hope the new microsite inspires a new wave of travelers to visit Israel this year."

Travelzoo is a global Internet media company and trusted publisher of travel, entertainment and local deals.

To view the Israel Travelzoo website, visit www.travelzoo.com/destinations/israel. For more information about tourism to Israel, visit www.goisrael.com.

MEDIA CONTACTS

Ross Belfer at WEILL - rbelfer@geoffreyweill.com - 1-866-PRWEILL

Israel Ministry of Tourism, N.A. - Gail Barzilay - gailbarzilay@imot.org - 212-499-5647
Israel Government Tourist Office, Southern USA - Dana Shemesh - danas@imot.org - 404-541-2770

Israel Government Tourist Office, Midwest USA - Jill Daly - jilld@imot.org - 312-803-7077
Israel Government Tourist Office, Western USA - Dan Manor - danm@imot.org - 323-658-7463

ISRAEL GOVERNMENT TOURIST OFFICES • NORTH AMERICA

Los Angeles • Director: Eliezer Hod • 323-658-7463

Canada • Director: Ami Allon • 416-964-3784

New York • Director: Shahar Alon • 212-499-5650

Atlanta • Director: Joe Diaz • 404-541-2770

Chicago • Director: Omer Eshel • 312-803-7080

Geoffrey Weill Associates

Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice

Forward email

 Safe Unsubscribe icon

 Trusted Email from
Constant Contact
Try it FREE today

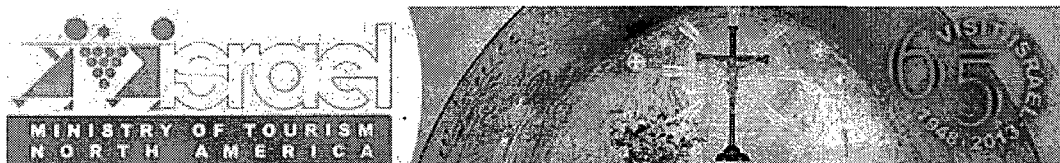
Nestor Lara-Baeza

From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Friday, March 01, 2013 11:03 AM
To: Nestor Lara-Baeza
Subject: Israel Ministry of Tourism Attends Meeting with Chicago Mayor Rahm Emanuel and Local Christian Leaders

Having trouble viewing this email? [Click here](#)

You're receiving this email because of your relationship with Geoffrey Weill Associates. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.



PRESS RELEASE

**ISRAEL MINISTRY OF TOURISM ATTENDS MEETING
WITH CHICAGO MAYOR RAHM EMANUEL AND
LOCAL CHRISTIAN LEADERS**



(Left to right) Omer Eshel, Director, Israel Government Tourist Office - Midwest Region; Chicago Mayor Rahm Emanuel; Haim Gutin, Israel Commissioner for Tourism, North and South America.



Assembled representatives from the Israel Ministry of Tourism, the Chicago-area interdenominational faith delegation and Chicago Mayor Rahm Emanuel.



A meeting between Chicago Mayor Rahm Emanuel, Israel tourism officials and Chicago-area Christian leaders.

New York - Mach 1, 2013: Haim Gutin, Israel Commissioner for Tourism, North and South America, Omer Eshel, Director of the Israel Government Tourist Office - Midwest region, fellow Israel tourism officials and local Christian leaders recently attended a meeting at Chicago City Hall hosted by Rahm Emanuel, Mayor of Chicago and former Congressman and White House Chief of Staff to President Barack Obama.

The meeting follows a recent visit to Israel by a Chicago-area interdenominational faith delegation, which was hosted by the Israel Ministry of Tourism and guided by Omer Eshel, and included visits to Christian holy sites in the Old City of Jerusalem, Galilee Region and Nazareth.

"Our recent meeting in Chicago was a positive step towards the Ministry's efforts to promote tourism to the Holy Land across the U.S.," said Gutin. "We hope to inspire travelers of all faiths and denominations to visit Israel this year."

The Ministry-hosted interdenominational faith delegation trip included members from Assemblies of God, the Seventh-day Adventist Church, the United Pentecostal Church International, the Greek Orthodox Church, the Anglican Church and the Archdiocese of Chicago, as well as the non-denominational Chain of Lakes Bible Community Church.

For more information about travel to Israel, visit www.goisrael.com.

Photo credit: Patrick Pyszka - City of Chicago

MEDIA CONTACTS

Ross Belfer at WEILL - rbelfer@geoffreyweill.com - 1-866-PRWEILL

Israel Ministry of Tourism, N.A. - Gail Barzilay - gailbarzilay@imot.org - 212-499-5647
Israel Government Tourist Office, Southern USA - Dana Shemesh - danas@imot.org - 404-541-2770

Israel Government Tourist Office, Midwest USA - Jill Daly - jilld@imot.org - 312-803-7077
Israel Government Tourist Office, Western USA - Dan Manor - danm@imot.org - 323-658-7463

ISRAEL GOVERNMENT TOURIST OFFICES • NORTH AMERICA

Los Angeles • Director: Eliezer Hod • 323-658-7463

Canada • Director: Ami Allon • 416-964-3784

New York • Director: Shahar Alon • 212-499-5650

Atlanta • Director: Joe Diaz • 404-541-2770

Chicago • Director: Omer Eshel • 312-803-7080

Geoffrey Weill Associates

Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice

Forward email


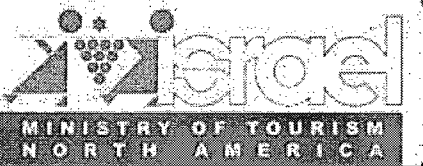
 Safe Unsubscribe

Trusted Email from
Constant Contact
Try it FREE today.

Nestor Lara-Baeza


From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Tuesday, February 26, 2013 9:25 AM
To: Nestor Lara-Baeza
Subject: Facing the Challenges of 2013

Having trouble viewing this email? [Click here](#)



**A report by Consul Haim Gutin, Israel
Tourism Commissioner, North and South
America: February 2013**

2012 was a year filled with both great achievements and difficult obstacles. Despite the 10-day conflict in December, travelers remained steadfast in their commitment to travel to Israel to explore our historic holy sites, burgeoning culinary scene and gorgeous landscapes. With the help of this vital support, Israel reached a new all-time high for tourism in 2012 with the arrival of 3.5 million visitors from around the world including 583,617 travelers from the U.S.



Facing new challenges, the Ministry of Tourism in North and South America created a variety of marketing, public relations, advertising and social media strategies to help maintain the momentum of the gradual increase in tourism experienced over the past few years.

We are absolutely thrilled with the results garnered by the Ministry's efforts to promote Israel as one of the world's most unique and diverse tourism attractions. As a result of these efforts, tourism to Israel from the

MEDIA CONTACTS:

Ross Belfer
Geoffrey Weill Associates
Tel: 866-PR-WEILL

Gail Barzilay
Israel Ministry of Tourism
Northeast Region
Tel: 212-499-5647

Dana Shemesh
Israel Ministry of Tourism
Southern Region
Tel: 404-541-2770

Jill Daly
Israel Ministry of Tourism
Midwest Region
Tel: 312-411-1027

Dan Manor
Israel Ministry of Tourism
Western Region
Tel: 313-658-1000

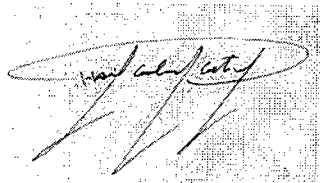
**ISRAELI GOVERNMENT
EMBASSY OFFICES
NORTH AMERICA**

NEW YORK OFFICE
Director:
Saron Kiziv
Tel: 212-498-5130

WASHINGTON OFFICE
Director:
Saron Kiziv
Tel: 202-498-5130

Americas has maintained its momentum in 2012, and we have continued to see a massive increase in cruise tourism over the past few years. We are excited about the future, especially this April as we celebrate Israel's 65th anniversary with outdoor festivals, street fairs and cultural events.

Shalom,



Haim Gutin
Israel Tourism Commissioner, North & South America

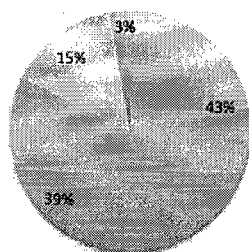
FACING THE CHALLENGES OF 2013

Promoting tourism to Israel is all about niche marketing. The Ministry of Tourism has long established goals to reach a variety of audiences, including:

- "World" or "sophisticated" travelers,
- Christian Evangelicals,
- Roman Catholics,
- Jewish Americans and
- Latin American and native Spanish-speakers,

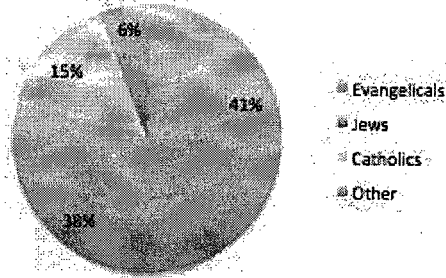
underscoring a variety of facets and interests that Israel holds for travelers. Religious tourism and pilgrimage, vacation travel, culinary, spa and medical tourism and the underscoring of Tel Aviv as one of the world's "hottest" destinations, as well as Jerusalem with its unprecedented mix of historic holy sites, are just some of the messages Israel seeks to convey.

Motive

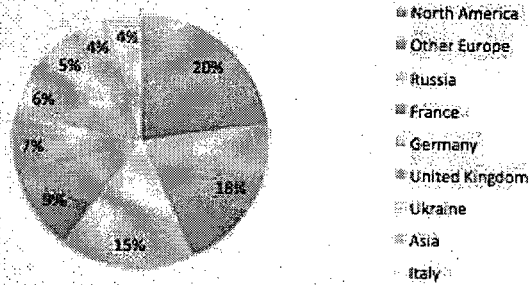


Vacation
Pilgrimage
Business
Other

Faith



Sources of Incoming Tourism



Just a few of the campaign highlights are detailed here...

WORLD TRAVELERS

The Ministry of Tourism undertook a multi-million dollar advertising campaign in 2011 which carried into 2012, underscoring that "There's a little bit of Israel in all of us. Come Find the Israel in You." Television commercials ran in the New York and Los Angeles metropolitan areas and in south Florida. Print advertising appeared in national magazines, major newspapers and traveltrade media. The chief message was that Israel - with Jerusalem at its heart - is an utterly unique and phenomenal travel destination.

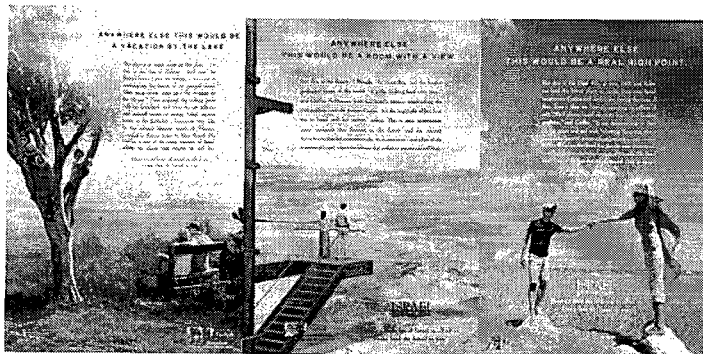


In 2012, the Israel Ministry of Tourism also:

- Held events for media in a variety of US cities, including the City of David event with Israeli archeologist at the Museum of Biblical Art in New York City, March 2012
- Brought more than 100 travel, food, wine and religious journalists to Israel in individual and group trips, resulting in articles and coverage generating hundreds of millions of impressions
- Organized the first-ever SATW Freelance Council Meeting in Israel, which brought 100 journalists to Israel and produced 340 million print and web impressions
- Brought PBS' Royal Tour with Peter Greenberg to film two episodes with Israel Prime Minister Netanyahu
- Celebrity hostings including Omar Epps, Mekhi Phifer and the crews of *CSI: NY* and *CSI: Miami*, as well as four U.S. celebrity chefs, resulting in hundreds and thousands of Tweets and Facebook posts, several million print and web impressions and several articles in leading food blogs
- Brought to Israel the hosts of two of the U.S.'s most popular travel TV and radio series, Grannies on Safari and Rudy Maxa's World
- Hosted the staff of *OUT* magazine, which concluded in a massive 60-page series of articles and a fashion photo shoot highlighting tourism to Israel, in addition to significant online and social media coverage



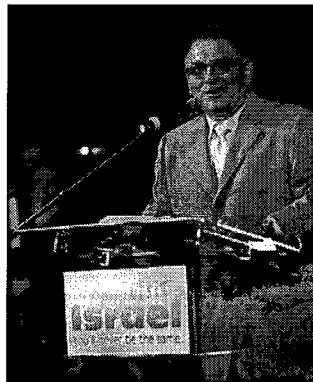
- Hosted the executive editor of *Saveur* magazine, a leading food and wine publication, which concluded in the magazine naming Tel Aviv's Levinsky Market as the Top Food Destination for 2012
- Brought journalists as part of the Where Else Convention
- Undertook creative advertisements in bus stops in Toronto and Montreal
- Participated in travel trade shows in cities across the U.S.
- Promoted unique events in Israel, including Tel Aviv Arts Weekend and the Jerusalem Season of Culture, Tel Aviv Fashion Week, Stand With Us, Masada Opera Festival
- Created webinars for travel agents i.e. Virtuoso, Signature, NTA
- The Ministry-initiated "Best Deals" website on Golsrael.com conjured 800,000 hits
- Invested \$3.5 million in joint marketing activities with tour operators in addition to seminars, conventions: Virtuoso, New York Times Travel Show, NTA, USTOA, etc.
- Continued a multi-million dollar advertising campaign in the U.S. and Canada



CHRISTIAN EVANGELICALS

Massive efforts were undertaken to attract increased Christian tourism to Israel:

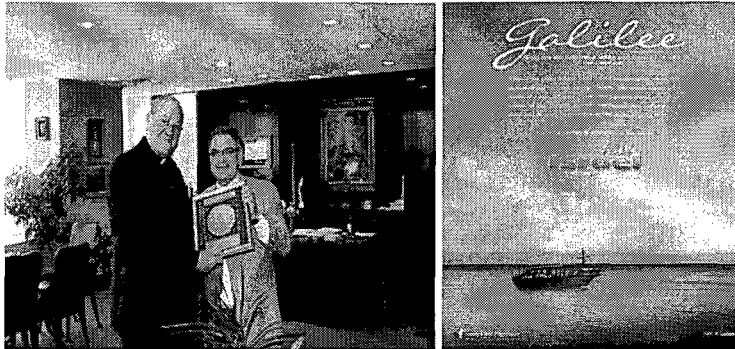
- Hosted Celebrate Israel Breakfast four times at the annual NRB Convention in Tennessee
- Brought influential members of the NRB board to Israel
- Hosted first-ever gala breakfast at the annual Southern Baptist Convention and sponsored the Southern Baptist Executive Committee trip to Israel
- Promotion of the new Holy Land Spirit Facebook page
- Initiated Easter holiday contest with a chance to win a free trip to the Holy Land
- Brought prominent Christian leaders from Brazil to tour the Holy Land
- Invested \$1.5 million with specialized Christian-market tour operators (part of agreement)
- Participated in Christian conventions and seminars all over the Bible Belt
- Created dialogue with Christian communities through newsletters and meetings
- _____
- Initiated new efforts to create joint projects with:
 - Assemblies of God
 - Convoy of Hope
 - 12/12
 - Four Square Church
 - Eagles' Wings
 - Esperanza
 - Promise Keepers
 - Alma Vision
 - Christian Television Network
 - Communion of Evangelical Episcopal Churches
 - The Southern Baptist Convention





ROMAN CATHOLICS

The Ministry launched new initiatives focusing on promoting tourism to the American Catholic market, including a meeting between Timothy Cardinal Dolan, Head of the Archdiocese in New York, and Haim Gutin, Israel Commissioner for Tourism, North and South America.



JEWISH AMERICANS

A variety of advertising supplements were custom created for Jewish media. Additionally, The Ministry undertook joint advertising campaigns with:

- The Jewish National Fund, and with
- EL AL Israel Airlines
- Moment magazine Israel supplement (pictured below)



TEL AVIV IS "HOT"

The Ministry continued the efforts begun in 2005 to promote the singularity of Tel Aviv as one of the world's "hottest" destinations, underscoring the city's cultural attractions, high quality cuisine and restaurants, 24-hour nightlife, singular shopping, and its attractiveness to GLBT travelers. Because of the Ministry's initiative, in 2012 Tel Aviv was voted:

- Top city in the world (Gaycities.com)
- Second best city in the Middle East (Travel+Leisure)
- Top beach destination (Lonely Planet)
- One of the world's most innovative cities (Wall Street Journal)

CANADA

While the general North American campaign included advertising, public relations, marketing and social media activities in Canada, special Canadian promotions included:

- Meetings between IsraelTourism Minister Stas Misezhnikov, Haim Gutin, Israel Commissioner for Tourism, North and South America and the Mayors of Toronto and Montreal, as well as leading Canadian tourism officials
- Sponsorship of a "Win a Free Trip to Israel" contest at the Toronto Jewish Film Festival, in which more than 3,000 filmgoers participated
- The Ministry's first-ever bus-shelter advertising campaign in Toronto
- Welcome of new IGTO Canada Consul for Tourism, Ami Allon



- Distribution of French-language press releases and newsletters to Canadian media
- Encouragement and participation in Dragon Boat Festival in Israel which was covered by news sites across Canada

LATIN AMERICA

Unprecedented marketing efforts were undertaken in Latin America, with particular effort in Brazil,

Mexico and Argentina:

- Hosted a "Visit Israel" press event in Mexico City attended by Mexican Congresswoman Rosi Orozco and leading travel influencers
- Participated in the annual FITA tourism fair in Mexico City
- Brought leading journalists from Spanish-speaking publications to Israel, resulting in one-half million print and web impressions



SOCIAL MEDIA

The Israel Ministry of Tourism launched in 2012 with a new focus on interacting with travel media and consumers through various social media forums, including Facebook, Twitter and Youtube. As part of its overall social media plan, IMOT initiated a multi-faceted approach to increase its social media presence, including:

- Increasing the "fan likes" of the Israel Ministry of Tourism's "Go Israel" Facebook from 4,000 in 2011 to 27,000 at the end of 2012.
- Bringing top US television and film celebrities to Israel for a tour highlighting the country's most unique and visited tourist destinations, which resulted in hundreds of thousands of social media posts on Facebook and Twitter.



- The promotion of the Holy Land Spirit Facebook contest including the distribution of a press release to thousands of travel journalists and travel industry professional around the U.S.
- Initiation of bloggers' press trip including the hosting of some of the top travel blogs in the U.S. and Canada (Huffington Post, Fodors', Discovery.com, Forbes.com and The Travel Presse) which resulted in hundreds of Twitter and Facebook posts reaching millions of consumers across North America.



Geoffrey Weill Associates
Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice.

Forward email

Safe Unsubscribe Box

Trusted Email from
Constant Contact
Try it FREE today.

Nestor Lara-Baeza

From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Thursday, February 21, 2013 12:55 PM
To: Nestor Lara-Baeza
Subject: Jerusalem Calendar of Culture - Spring 2013

Having trouble viewing this email? [Click here](#)



ISRAELI
Travelers

65
VISIT ISRAEL
1948-2013

Jerusalem
THE LATEST TRAVEL NEWS FROM ISRAEL
ISRAELI MINISTRY OF TOURISM NORTH AMERICA - WWW.GOISRAEL.COM

**JERUSALEM CALENDAR OF CULTURE
2013**
FEBRUARY 2013 Vol. 6 - Issue 2

GREETINGS FROM THE COMMISSIONER

Dear Friends,

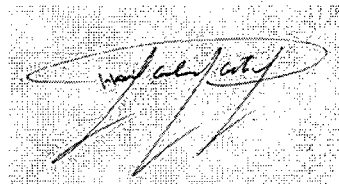
Jerusalem is no longer just a destination for history-minded travelers, but a bustling, modern metropolis teeming with high-end hotels, unique art galleries and museums, as well as culture and sport festivals for travelers of all tastes and interests.

This spring, we invite first-time visitors and return travelers to visit Jerusalem to experience the new attractions and events taking place as part of the Jerusalem Calendar

IN THIS ISSUE:
ISRAELI MUSEUM UNVEILS FIRST EXHIBITION HIGHLIGHTING THE LIFE OF KING DAVID
JERUSALEM LAUNCHES 5-DAY GUIDED SMARTPHONE TOURS OF THE OLD CITY
JERUSALEM'S TRAIN TRACK PARK REVEALS GREEN MAKEOVER
JERUSALEM'S SECOND ANNUAL INTERNATIONAL ICE FESTIVAL FEBRUARY 20 - APRIL 20, 2013
RUNNERS FROM AROUND THE WORLD GEAR UP FOR THIRD ANNUAL JERUSALEM INTERNATIONAL MARATHON MARCH 2013
JERUSALEM ANNOUNCES SOUND OF THE OLD CITY MUSIC FESTIVAL MARCH 2013
JERUSALEM'S HISTORIC VILLOMAN VILAIN STRAITS TO OPEN AS A STAINLESS STEEL SPOTLIGHT APRIL

of Culture 2013.

Shalom,



Haim Gutin
Israel Tourism Commissioner, North & South America

ISRAEL MUSEUM UNVEILS WORLD'S FIRST EXHIBITION HIGHLIGHTING THE LIFE OF KING HEROD

Jerusalem's Israel Museum, the largest cultural institution in Israel, unveiled a new exhibition this week detailing the life and legacy of King Herod the Great, featuring hundreds of ancient artifacts, on display through October 5, 2013. The exhibition features never-before-seen carved stone elements from the Temple Mount and an imperial marble basin believed to be a gift from Augustus, among others. www.english.imjnet.org.il



JERUSALEM LAUNCHES SELF-GUIDED SMARTPHONE TOURS OF THE OLD CITY

Travelers to Jerusalem can now explore the historic Old City sites with a new self-guided tour application for smartphones. The new application offers 16 different self-guided audio walking tours complete with maps, photos and written explanations of each site, including "The Jewish Quarter," "Via Dolorosa," and "Marketplaces in the Old City," among others. The app also features five handicap-accessible tours. www.jerusalem-oldcity.org.il/english.aspx



JERUSALEM'S "TRAIN TRACK PARK" RECEIVES MAKEOVER

NEW HIGH-END HOTELS OPEN IN JERUSALEM

MEDIA CONTACTS

Ross Belfer

Geoffrey Weill Associates
Tel: 866-PR-WEILL

Gail Barzilay

Israel Ministry of Tourism
Northeast Region
Tel: 212-499-8647

Dana Shemesh

Israel Ministry of Tourism
Southern Region
Tel: 404-541-2770

Jill Daly

Israel Ministry of Tourism
Midwest Region
Tel: 312-805-7077

Dan Manor

Israel Ministry of Tourism
Western Region
Tel: 623-658-7463

ISRAEL GOVERNMENT TOURIST OFFICES

NORTH AMERICA

New York

Director:

Sharon Katzav

212-499-8650

Atlanta

Director:

404-541-2770

Chicago

Director:

623-658-7463

212-805-7077

Los Angeles

Director:

623-658-7463

212-805-7077

Toronto

Director:

416-964-3788

Jerusalem recently unveiled the first section of its newly renovated "Train Track Park" near HaRakevet Street, featuring new walking and bicycle paths along the



city's old train tracks that once led to Tel Aviv. Modeled after New York City's Highline Park, the once derelict stretch of land along the tracks from Jerusalem to Tel Aviv will connect various neighborhoods and sites in Jerusalem and will feature signs detailing the history of each location.

JERUSALEM'S SECOND ANNUAL INTERNATIONAL ICE FESTIVAL, FEBRUARY 20 - APRIL 30, 2013

Jerusalem will host the second annual International Ice Festival in the Old Jerusalem Train Station compound, February 20 - April 30, 2013. The festival will take place in a 5,000-square-foot space imported from Belgium and



decorated in a special Far East décor by more than 60 artists from China. The festival's "Ice City" will boast three central areas featuring colorful ice sculptures, huge slides, mazes, rain forests, snowstorms and bridges made of ice. The festival will also include a spectacular ice skating performance with more than 30 artists, acrobats and Chinese dancers.

RUNNERS FROM AROUND THE WORLD GEAR UP FOR THIRD ANNUAL JERUSALEM INTERNATIONAL MARATHON, MARCH 1, 2013

Athletes from Israel and around the world will arrive

in Jerusalem for the third annual Jerusalem International Marathon on March 1, 2013. Taking place during Israel's 65th anniversary year, the race will include 26-mile,



13-mile and 6.2-mile running routes through a unique course combining historic sites, beautiful landscapes and modern attractions, including the Old City of Jerusalem, Mount Scopus and Hebrew University, Sultan's Pool, Mount Zion, American and German Colonies, the Alrov Mamilla outdoor mall and streets adjacent to the Mahane

Yehuda Market: www.jerusalem-marathon.com/

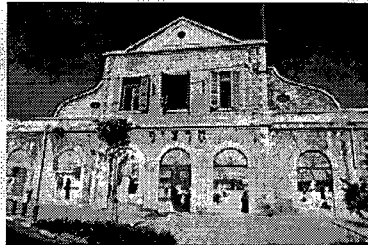
JERUSALEM ANNOUNCES SOUNDS OF THE OLD CITY MUSIC FESTIVAL, MARCH 18-22, 2013

The second annual Sounds of the Old City Music Festival will feature live musical performances throughout the cobblestoned streets and squares in the Old City of Jerusalem, March 20-22, 2013. This year's festival will include live music and art videos in various areas of the Old City of Jerusalem, including Muristan Square, the Cardo and courtyards in the Jewish quarter, Jaffa Gate and Mamilla Boulevard, as well as musicians offering street-side performances. www.jerusalem-oldcity.org.il



JERUSALEM'S HISTORIC OTTOMAN-ERA TRAIN STATION TO REOPEN AS ENTERTAINMENT HOTSPOT THIS APRIL

Jerusalem's historic Ottoman-era train station will reopen as a major entertainment hotspot this April, boasting restaurants, art galleries and concert spaces. The 1.7-acre complex will include seven restaurants, four ice cream and coffee stands, an expansive art gallery, a farmers' market and a 2,000-person concert space. Much care has been taken in the preservation of the original building -- enlarged and beautified in 1898 for the visit to Jerusalem of Germany's Kaiser Wilhelm II -- to retain the elegant atmosphere of rail travel, including preservation and restoration of the wooden doors, stained glass windows and carved stone.



NEW HIGH-END HOTELS OPEN IN JERUSALEM

A new wave of luxury hotels have recently opened in Jerusalem, including the Alegra boutique hotel, located in the picturesque Ein Kerem neighborhood with views of the city and Judean Mountains. The refurbished building boasts seven individually designed suites surrounded by a lush Mediterranean orchard. In addition, the long-awaited Waldorf=Astoria Jerusalem will open in fall 2013 just a minute's walk from the Jaffa Gate to the Old City of Jerusalem, Alrov Mamilla mall and Independence Park. In addition to its 223 lavishly designed rooms, the hotel will boast a fitness suite and two full-service spas, as well as two restaurants and a chic lobby bar.



Nestor Lara-Baeza

From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Tuesday, February 19, 2013 4:05 PM
To: Nestor Lara-Baeza
Subject: Jerusalem's Historic Ottoman-Era Train Station to Reopen as Entertainment Hotspot This April

Having trouble viewing this email? [Click here](#)

You're receiving this email because of your relationship with Geoffrey Weill Associates. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.

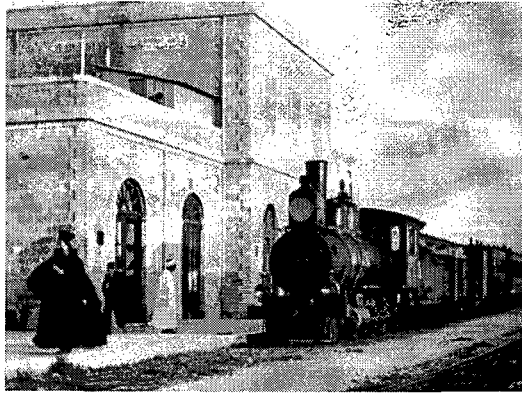


PRESS RELEASE

**JERUSALEM'S HISTORIC OTTOMAN-ERA
TRAIN STATION TO REOPEN AS ENTERTAINMENT
HOTSPOT THIS APRIL**



Exterior of the Jerusalem Train Station Entertainment Complex



The Jerusalem Train Station in 1900



Deposed Ethiopian Emperor Haile Selassie - "the Lion of Judah" - arrives at the Jerusalem Station in 1936 after Mussolini's takeover of his country.

New York - February 19, 2013: Jerusalem's historic Ottoman-era train station will reopen as a major entertainment hotspot this April, boasting restaurants, art galleries and concert spaces.

The 1.7-acre complex will include seven restaurants, four ice cream and coffee stands, an expansive art gallery, a farmers' market and a 2,000-person concert space.

Much care has been taken in the preservation of the original building -- enlarged and beautified in 1898 for the visit to Jerusalem of Germany's Kaiser Wilhelm II -- to retain the elegant atmosphere of rail travel, including preservation and restoration of the wooden doors, stained glass windows and carved stone.

"The new train-station-turned entertainment complex is the perfect example of Jerusalem's dynamic mix of historic and modern," said Haim Gutin, Israel Commissioner for Tourism, North and South America, "which also attests to the city's growing reputation as one of the world's most unique travel destinations."

The complex will also host outdoor movie screenings beginning this summer and feature 30 food stalls selling local organic produce and artwork.

For more information about travel to Israel, visit www.goisrael.com.

MEDIA CONTACTS

Ross Belfer at WEILL - rbelfer@geoffreyweill.com - 1-866-PRWEILL

Israel Ministry of Tourism, N.A. - Gail Barzilay - gailbarzilay@imot.org - 212-499-5647
Israel Government Tourist Office, Southern USA - Dana Shemesh - danashemesh@imot.org - 404-541 2770

Israel Government Tourist Office, Midwest USA - Jill Daly - jilld@imot.org - 312-803-7077
Israel Government Tourist Office, Western USA - Dan Manor - danm@imot.org - 323-658-7463

ISRAEL GOVERNMENT TOURIST OFFICES • NORTH AMERICA

Los Angeles • Director: Eliezer Hod • 323-658-7463

Canada • Director: Ami Allon • 416-964-3784

New York • Director: Shahar Alon • 212-499-5650

Atlanta • Director: Joe Diaz • 404-541-2770

Chicago • Director: Omer Eshel • 312-803-7080

Geoffrey Weill Associates

Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice

[Forward email](#)

 Safe Unsubscribe



Try it FREE today.

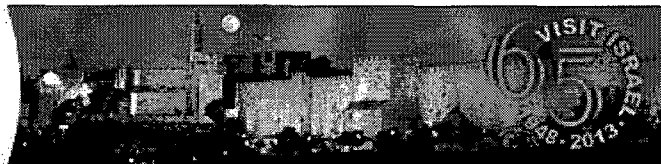
Nestor Lara-Baeza

From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Monday, February 18, 2013 3:00 PM
To: Nestor Lara-Baeza
Subject: Israel Hosts National Tour Association for Trip Around the Holy Land

Having trouble viewing this email? [Click here](#)

You're receiving this email because of your relationship with Geoffrey Weill Associates. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.



PRESS RELEASE

ISRAEL HOSTS NATIONAL TOUR ASSOCIATION FOR TRIP AROUND THE HOLY LAND



Members of the National Tour Association in Israel

New York - February 19, 2013: Members of the National Tour Association (NTA) arrived in Israel last week for a tour of the Holy Land at the invitation of Haim Gutin, Israel Commissioner for Tourism, North and South America, the group's first-ever visit to Israel.

The NTA's tour, which included visits to Tel Aviv, Jerusalem, the Galilee and Masada, follows the group naming Israel as the "Faith Destination of the Year" last month.

"We are thrilled to have recently hosted our friends from the National Tour Association," said Haim Gutin, Israel Commissioner for Tourism, North and South America, "in hopes to attract a new wave of travelers to visit Israel this year."

Israel will celebrate its 65th anniversary this year with special Independence Day festivities, beginning April 15, 2013.

For more information about travel to Israel, visit www.goisrael.com.

MEDIA CONTACTS

Ross Belfer at WEILL - rbelfer@geoffreyweill.com - 1-866-PRWEILL

Israel Ministry of Tourism, N.A. - Gail Barzilay - gailbarzilay@imot.org - 212-499-5647
Israel Government Tourist Office, Southern USA - Dana Shemesh - danas@imot.org - 404-541 2770

Israel Government Tourist Office, Midwest USA - Jill Daly - jilld@imot.org - 312-803-7077
Israel Government Tourist Office, Western USA - Dan Manor - danm@imot.org - 323-658-7463

ISRAEL GOVERNMENT TOURIST OFFICES • NORTH AMERICA

Los Angeles • Director: Eliezer Hod • 323-658-7463

Canada • Director: Ami Allon • 416-964-3784

New York • Director: Shahar Alon • 212-499-5650

Atlanta • Director: Joe Diaz • 404-541-2770

Chicago • Director: Omer Eshel • 312-803-7080

Geoffrey Weill Associates

Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice

Forward email

 [Unsubscribe](#)


Trusted Email from
Constant Contact
Try it FREE today.

Nestor Lara-Baeza

From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Friday, February 15, 2013 12:40 PM
To: Nestor Lara-Baeza
Subject: Jerusalem's Israel Museum Unveils World's First Exhibition Showcasing Artifacts from the Tomb of King Herod the Great

Having trouble viewing this email? [Click here](#)

You're receiving this email because of your relationship with Geoffrey Weill Associates. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.

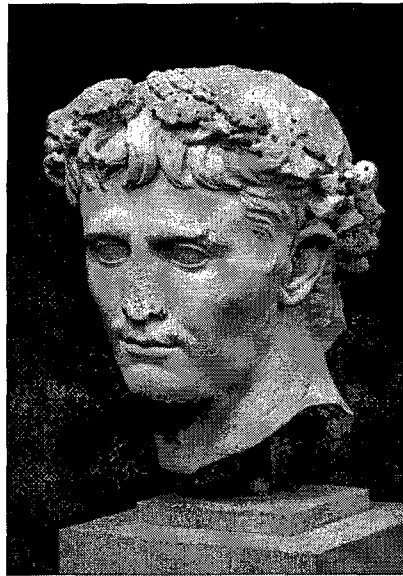


PRESS RELEASE

JERUSALEM'S ISRAEL MUSEUM UNVEILS WORLD'S FIRST-EVER EXHIBITION SHOWCASING ARTIFACTS FROM THE TOMB OF KING HEROD THE GREAT



Royal room inside King Herod's Tomb



Marble sculpture of Emperor Augustus

New York - February 15, 2013: Jerusalem's Israel Museum, the largest cultural institution in Israel, unveiled a new exhibition this week detailing the life and legacy of King Herod the Great, featuring hundreds of ancient artifacts on public display for the first time ever, on display through October 5, 2013.

The new exhibition, entitled "King's Final Journey," showcases more than 250 archeological finds from the recently discovered tomb of King Herod, including three sarcophagi, restored frescoes and King Herod's private bath from the palace at Cyprus.

The exhibition also features never-before-seen carved stone elements from the Temple Mount and an imperial marble basin believed to be a gift from Augustus, among others.

"We are thrilled about the opening of the new exhibition highlighting King Herod, one of the most significant builders in human history," said Haim Gutin, Israel Commissioner for Tourism, North and South America. "The exhibition will be sure to provide some additional excitement for travelers arriving in Jerusalem this year."

King Herod is known for constructing many large-scale projects in Israel during his reign from 4 until 37 BCE, including the port of Caesarea and Masada, two of Israel's most frequently visited tourist sites, as well as the expansion of the Second Temple in Jerusalem.

For more information, visit www.english.imjnet.org.il. For more information about travel to Israel, visit www.goisrael.com.

MEDIA CONTACTS

Ross Belfer at WEILL - rbelfer@geoffreyweill.com - 1-866-PRWEILL

Israel Ministry of Tourism, N.A. - Gail Barzilay - gailbarzilay@imot.org - 212-499-5647
Israel Government Tourist Office, Southern USA - Dana Shemesh - danas@imot.org - 404-541 2770

Israel Government Tourist Office, Midwest USA - Jill Daly - jilld@imot.org - 312-803-7077
Israel Government Tourist Office, Western USA - Dan Manor - danm@imot.org - 323-658-7463

ISRAEL GOVERNMENT TOURIST OFFICES • NORTH AMERICA

Los Angeles • Director: Eliezer Hod • 323-658-7463

Canada • Director: Ami Allon • 416-964-3784

New York • Director: Shahar Alon • 212-499-5650
Atlanta • Director: Joe Diaz • 404-541-2770
Chicago • Director: Omer Eshel • 312-803-7080

Geoffrey Weill Associates
Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice

Forward email

 SafeUnsubscribe

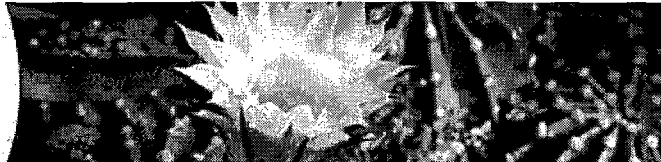
 Trusted Email from
Constant Contact
Try it FREE today.

Nestor Lara-Baeza

From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Wednesday, February 13, 2013 11:00 AM
To: Nestor Lara-Baeza
Subject: Israels 15th Annual International Gilboa Walk Set for March 15-16

You're receiving this email because of your relationship with Geoffrey Weill Associates. Please confirm your continued interest in receiving email from us.

You may unsubscribe if you no longer wish to receive our emails.



PRESS RELEASE

ISRAEL'S 15TH ANNUAL INTERNATIONAL GILBOA WALK SET FOR MARCH 15-16

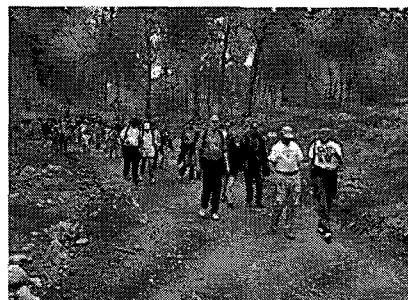
New York - February 13, 2013: Active travelers and hikers from around world will arrive in Israel for the 15th annual International Gilboa Walk, March 15-16, 2013.

The two-day walk will begin at Ma'ayan Harod on the slopes of Mount Gilboa and bring travelers through the picturesque Jezreel Valley in northern Israel. Participants are welcome to walk at their own speed and enjoy the panorama as they are led through different routes each day.

"We are excited to welcome a new wave of active travelers to explore scenic northern Israel," said Haim Gutin, Israel Commissioner for Tourism, North and South America, "during one of the most ideal seasons in Israel with average temperatures in the mid-60's."

Participants who walk 12.5 miles each day will receive a special medal and certificate issued by the International Walking Association.

For more information about event regulations and pricing please visit, www.imlwalking.org. For more information



on travel to Israel, visit www.goisrael.com.

MEDIA CONTACTS

Ross Belfer at WEILL - rbelfer@geoffreyweill.com - 1-866-PRWEILL

Israel Ministry of Tourism, N.A. - Gail Barzilay - gailbarzilay@imot.org - 212-499-5647
Israel Government Tourist Office, Southern USA - Dana Shemesh - danas@imot.org - 404-541-2770

Israel Government Tourist Office, Midwest USA - Jill Daly - jilld@imot.org - 312-803-7077
Israel Government Tourist Office, Western USA - Dan Manor - danm@imot.org - 323-658-7463

ISRAEL GOVERNMENT TOURIST OFFICES • NORTH AMERICA

Los Angeles • Director: Eliezer Hod • 323-658-7463

Canada • Director: Ami Allon • 416-964-3784

New York • Director: Shahar Alon • 212-499-5650

Atlanta • Director: Joe Diaz • 404-541-2770

Chicago • Director: Omer Eshel • 312-803-7080

Geoffrey Weill Associates

Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice

Forward email

 Safe Unsubscribe



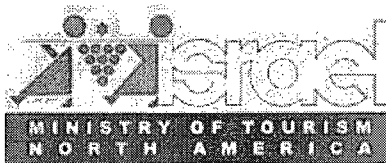
Try it FREE today.

Nestor Lara-Baeza

From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Tuesday, February 12, 2013 11:15 AM
To: Nestor Lara-Baeza
Subject: Israel Launches Massive Christian Tourism Advertising Campaign on Billboards Across the United States

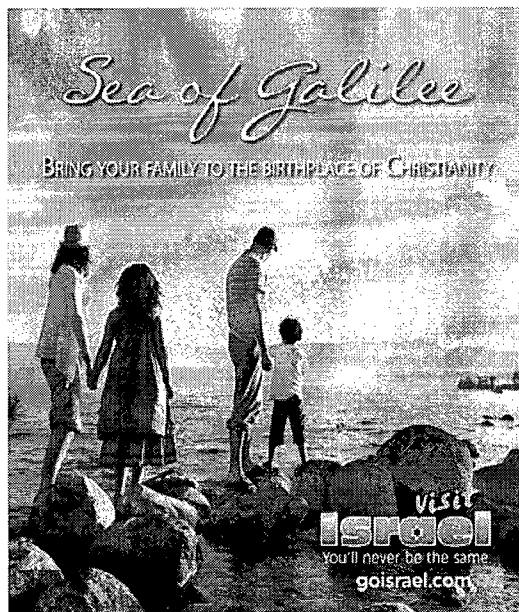
You're receiving this email because of your relationship with Geoffrey Weill Associates. Please confirm your continued interest in receiving email from us.

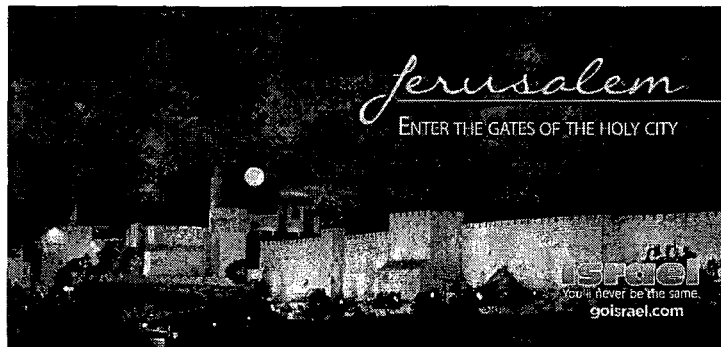
You may unsubscribe if you no longer wish to receive our emails.



PRESS RELEASE

ISRAEL LAUNCHES MASSIVE CHRISTIAN TOURISM ADVERTISING CAMPAIGN ON BILLBOARDS ACROSS THE UNITED STATES





New York - February 12, 2013: The Israel Ministry of Tourism launched a new advertising campaign today geared towards Christian travelers, featuring massive images of the Holy Land on billboards across the United States.

The new billboards display images of the Old City of Jerusalem and the Sea of Galilee, two of Israel's most important destinations for Christian travelers. The billboards can be seen on highways in major metropolitan areas across the U.S., including Atlanta, Chicago, Dallas, Los Angeles, Miami, New York City and Tampa, among others.

"The new advertising campaign is a prime example of the Ministry's commitment to promoting Christian tourism to Israel in 2013," said Haim Gutin, Israel Commissioner for Tourism, North and South America, "which includes the first-ever Ministry-initiated Christian tourism billboards."

The campaign also includes advertisements on Christian radio stations across the U.S., as well as inserts in Christian publications.

For more information about travel to Israel, visit www.goisrael.com.

MEDIA CONTACTS

Ross Belfer at WEILL - rbelfer@geoffreyweill.com - 1-866-PRWEILL

Israel Ministry of Tourism, N.A. - Gail Barzilay - gailbarzilay@imot.org - 212-499-5647
Israel Government Tourist Office, Southern USA - Dana Shemesh - danas@imot.org - 404-541-2770

Israel Government Tourist Office, Midwest USA - Jill Daly - jilld@imot.org - 312-803-7077
Israel Government Tourist Office, Western USA - Dan Manor - danm@imot.org - 323-658-7463

ISRAEL GOVERNMENT TOURIST OFFICES • NORTH AMERICA

Los Angeles • Director: Eliezer Hod • 323-658-7463
Canada • Director: Ami Allon • 416-964-3784
New York • Director: Shahar Alon • 212-499-5650
Atlanta • Director: Joe Diaz • 404-541-2770
Chicago • Director: Omer Eshel • 312-803-7080

Geoffrey Weill Associates

Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice

Forward email

 SafeUnsubscribe



Nestor Lara-Baeza

From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Monday, February 11, 2013 11:11 AM
To: Nestor Lara-Baeza
Subject: Leading US Travel Publications List Tel Aviv Among the Worlds Best Beach Cities

You're receiving this email because of your relationship with Geoffrey Weill Associates. Please confirm your continued interest in receiving email from us.

You may unsubscribe if you no longer wish to receive our emails.



PRESS RELEASE

LEADING U.S. TRAVEL PUBLICATIONS LIST TEL AVIV AMONG THE WORLD'S BEST BEACH CITIES



New York - February 11, 2013: Tel Aviv, Israel's capital of art and culture, has recently been listed among the world's beach cities by leading U.S. travel publications, including Lonely Planet, Yahoo! Travel and SmarterTravel.com.

Resting along the Mediterranean Sea, Tel Aviv's Frishman-Gordon Beach was described as "one of the hippest places to be seen, with beach bars, DJs, and volleyball courts drawing a cosmopolitan crowd" by Yahoo! Travel, and as "a modern Sin City on the sea," by Lonely Planet.

"We are thrilled by the recent awards and Tel Aviv's growing reputation as a world-class beach destination," said Haim Gutin, Israel Commissioner for Tourism, North and South America. "We welcome travelers from around the world to visit Tel Aviv in 2013 during Israel's 65th anniversary year."

Tourism to Israel reached a new all-time high in 2012 with the arrival of 3.5 million visitors.

For more information about travel to Israel, visit www.goisrael.com.

MEDIA CONTACTS

Ross Belfer at WEILL - rbelfer@geoffreyweill.com - 1-866-PRWEILL

Israel Ministry of Tourism, N.A. - Gail Barzilay - gailbarzilay@imot.org - 212-499-5647
Israel Government Tourist Office, Southern USA - Dana Shemesh - danas@imot.org - 404-541-2770

Israel Government Tourist Office, Midwest USA - Jill Daly - jilld@imot.org - 312-803-7077
Israel Government Tourist Office, Western USA - Dan Manor - danm@imot.org - 323-658-7463

ISRAEL GOVERNMENT TOURIST OFFICES • NORTH AMERICA

Los Angeles • Director: Eliezer Hod • 323-658-7463

Canada • Director: Ami Allon • 416-964-3784

New York • Director: Shahar Alon • 212-499-5650

Atlanta • Director: Joe Diaz • 404-541-2770

Chicago • Director: Omer Eshel • 312-803-7080

Geoffrey Weill Associates

Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice

Forward email



Nestor Lara-Baeza

From: Israel Ministry of Tourism, North and South America [news@geoffreyweill.ccsend.com] on behalf of Israel Ministry of Tourism, North and South America [news@geoffreyweill.com]
Sent: Monday, February 11, 2013 10:51 AM
To: Nestor Lara-Baeza
Subject: Israel Ministry of Tourism Promotes Travel to the Holy Land at Emerge 2013 Christian Conference

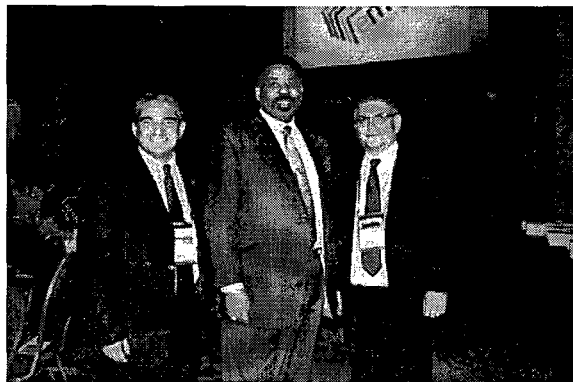
You're receiving this email because of your relationship with Geoffrey Weill Associates. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.



PHOTO RELEASE

ISRAEL MINISTRY OF TOURISM PROMOTES TRAVEL TO THE HOLY LAND AT EMERGE 2013 CHRISTIAN CONFERENCE



(Left to right: Omer Eshel, Director, Israel Government Tourist Office - Midwest Region; Dr. Tony Evans, Senior Pastor, Oak Cliff Bible Fellowship, Dallas, Texas; Haim Gutin, Israel Commissioner for Tourism, North and South America)



(Left to right: Dr. Melvin Washington, RCMA Board Chairman; Harry Schmidt, RCMA Executive Director and CEO; Haim Gutin, Israel Commissioner for Tourism, North and South America; Omer Eshel, Director, Israel Government Tourist Office - Midwest Region)

New York - February 11, 2013: Haim Gutin, Israel Commissioner for Tourism, North and South America, attended this month's EMERGE 2013 conference hosted by the RCMA (Religious Conference Management Association) in Minneapolis, Minnesota. As part of the conference, Mr. Gutin spoke in front of an audience of 800 attendees, which included local Christian leaders and pastors, in an effort to promote Christian tourism to the Holy Land in 2013. The Ministry also screened a clip from its new "Bible Comes to Life" video series.

For more information about travel to Israel, visit www.goisrael.com.

MEDIA CONTACTS

Ross Belfer at WEILL - rbelfer@geoffreyweill.com - 1-866-PRWEILL

Israel Ministry of Tourism, N.A. - Gail Barzilay - gailbarzilay@imot.org - 212-499-5647
Israel Government Tourist Office, Southern USA - Dana Shemesh - danas@imot.org - 404-541-2770

Israel Government Tourist Office, Midwest USA - Jill Daly - jilld@imot.org - 312-803-7077
Israel Government Tourist Office, Western USA - Dan Manor - danm@imot.org - 323-658-7463

ISRAEL GOVERNMENT TOURIST OFFICES • NORTH AMERICA

Los Angeles • Director: Eliezer Hod • 323-658-7463
Canada • Director: Ami Allon • 416-964-3784
New York • Director: Shahar Alon • 212-499-5650
Atlanta • Director: Joe Diaz • 404-541-2770
Chicago • Director: Omer Eshel • 312-803-7080

Geoffrey Weill Associates

Informational material is disseminated on behalf of the Israel Ministry of Tourism.
Additional information available at the Department of Justice

Forward email

Safe Unsubscribe logo

Trusted Email from
Constant Contact
Try it FREE today.

